INFORMANT

JANUARY, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

Ministers for the Issue

Enter First Month of 1950 *Watchtower* Campaign

Know the Offer; *Present* the Offer

Who is the Supreme One? Who shall rule the universe? In this great issue is locked the destiny of all humankind. For those who decide in favor of Satan and his system there will be but one end—death. Conversely, the wise who side with Jehovah and his Theocratic government will be rewarded with an unexcelled gift—eternal life. To proclaim this issue of universal domination God has raised up his ministers, ministers for the issue. Here are men, women and children positively upholding God's side of the universal question! Here are men, women and children who "bless . . . the LORD" and "do his pleasure".—Psalm 103:21.

To "*do* his pleasure" indicates action on the part of Jehovah's ministers. And action it will be as ministers for the issue swing into the twelfth annual *Watchtower* campaign beginning January, 1950.

The Offer

During 1949 *The Watchtower* upheld the issue in over a score of different languages to the number of 23,190,737 copies. Doers of God's pleasure realize the effectiveness of this instrument in making known the issue and during January these ministers will offer a year's subscription for *The Watchtower* together with a free eight-booklet premium on a $1 contribution. *Awake!* without a premium may be offered to those already having *The Watchtower;* or the 8 booklets may be left for 25c with those unable to subscribe.

The advantages of obtaining and reading *The Watchtower* are many. Primarily, it provides "meat in due season", enabling truth-seekers to know Jehovah, his purposes and his Word. *The Watchtower* does not claim to be inspired, but it *is* awake to unfolding Bible prophecies. It is impartial and adheres strictly to the Bible as authority for its comments. Free from old world ties, *The Watchtower* stands fearlessly for Jehovah's side of the vital universal issue.

Though the ever-present theme of Jehovah's supremacy is noted in each issue, the subject matter of *The Watchtower* is varied. In 1949 ministers of God, as well as men of good-will, enjoyed and benefited from such articles as "Bible Study, a Royal Requirement", "Messiah's Presence," "Love's Expression," "Israel," and many others. Articles on various Bible characters provided groundwork for future Bible study. Highly informative reports on world travel in connection with the ministry interested *Watchtower* readers, as did published experiences from ministers upholding the issue in the field. Indeed, *Watchtower* readers are well-informed.

Supplementing its spiritual value, *The Watchtower* offers other features to aid the reader in getting the most from the magazine. Time-saving questions search out the main thoughts in each paragraph. When necessary, explanatory footnotes appear to clarify and document information presented. A systematic study schedule is published in each issue for use by companies of Jehovah's witnesses as well as individual subscribers. Dozens of Scripture texts are cited and quoted to support material presented, thus obviating the need of spending many hours of individual search to locate such scriptures. *Watchtower* subscribers also have the advantage of considering Scripture texts in the light of various Bible translations and versions, eliminating the necessity of gathering all of these many versions and translations for private study. In fact, since its first publication in 1879 *The Watchtower* has cited or quoted from more than 40 English versions of the Bible or portions of the Bible. Backed by painstaking research and with information presented in exemplary grammatical style, *The Watchtower* is indeed a magazine for the issue.

Additional Aids

In presenting the offer some may find it advantageous to utilize the December 15 issue of *The Watchtower*, which carries the Scripture Index for the Leading Articles and the Subject Index for the preceding year. Using this, one can briefly point out some of the varied subjects treated and how they are of extraordinary value in gaining a knowledge of the Scriptures.

The service meeting can also add impetus to the 1950 *Watchtower* campaign by considering the importance of the four-month activity, the advantages of engaging in it, ways and means of presenting the offer, the progress of the campaign in your company and how you are meeting the quota.

In view of the importance of *The Watchtower* and the predominant part it plays in making known the issue, let us unite in the 12th *Watchtower* campaign, praising the Lord and preaching his Word. Or, as the psalmist so aptly expressed it: "Bless ye the LORD, all . . . ye ministers of his, that do his pleasure." —Ps. 103:21.

Are You Using the New Handbill Order Blank?

In the May, 1949, *Informant* it was pointed out that a new handbill order blank is now provided that is more convenient both for the companies and for the Society. All companies should have supplies by this time, but many are still using the old form. It will help to eliminate confusion if all companies will destroy any supplies of the old form they may now have on hand and use only the new one henceforth. The new blank measures 5½ by 8½ inches and has the date 3/49 in the lower left-hand corner.

Serving *Watchtower* Subscribers

Finding a person of good-will who wishes to subscribe for *The Watchtower* is only one of a series of things that must be done if we are to accomplish our mission, for if the person fails to receive his magazine or if there is undue delay his good-will may change to an attitude of indifference or open hostility. We want to serve the subscribers, to make sure that the subscription is received and that the person benefits as much as possible therefrom. That is why the Society issues instructions which, if followed, insure prompt receipt of the magazines.

First of all, accuracy is essential. The publisher must be certain that he fills out the subscription slip accurately; and then it must be properly handled by the company. A sheet entitled "How to Handle Subscriptions Properly" has been previously sent to each company. (Companies not having one will receive one on request.) This should again be thoroughly considered by the servants and by the company as a whole, after which it should be posted so that all may consider it and follow the instructions therein set out.

Closely associated with the necessity for accuracy is that of promptness. Publishers should turn in their subscriptions immediately and the company should forward them without delay to the Society. Occasionally complaints are received over non-receipt of magazines when the Society has not yet received the subscriptions, either because they are never sent or because they are held by the company until a month or more has elapsed. Now is the time to organize the handling of subscriptions so that this will not occur in your company. Send in subscriptions promptly each week; then the subscriber should receive his first issue within a month (or two months when the magazine is printed outside of the United States).

Some companies have been stamping the name of the company on their subscription slips with a rubber stamp. This is all right provided it is not done before giving the slips to the publishers. If that is done the slips may be turned in at another company by a visiting publisher or at a circuit assembly and then the wrong company name is on the slip. Instead, stamp the company name on AFTER the publisher turns in the subscription. Perhaps this can best be done after the record sheet is filled out. The name of the company sending in the subscriptions should always appear on the subscription slips.

The Watchtower is available in an ever-growing number of languages, but care should be taken not to accept subscriptions in languages which are not available. The latest list of languages in which *The Watchtower* and *Awake!* can be obtained appears below:

"The Watchtower"

SEMIMONTHLY

Afrikaans	German	Spanish
Cebu-Visayan	Hollandish	Swedish
Danish	Ilocano	Tagalog
English	Italian	Visayan
Finnish	Norwegian	
French	Pangasinan	

MONTHLY

Arabic	Ibo	Siamese
Chishona	Malayalam	Slovak
Cinyanja	Polish	Ukrainian
Greek	Portuguese	Yoruba
Hungarian	Russian	

"Awake!"

SEMIMONTHLY

Afrikaans	English	German

MONTHLY

Danish	Portuguese	Ukrainian
French	Spanish	
Greek	Swedish	

Rooms and Volunteers for 1950

Individuals desiring rooms for the 1950 convention cannot yet be served, since the rooming committee has not begun to function; nor are pre-convention workers yet being selected. Please wait until the regular room request forms are sent or until pre-convention volunteers are requested, rather than correspond relative to these matters now.

Change in Name or Address of Company Servants

Whenever there is a change in the name or address of the company servant the Society should now be notified on the "Change of Address" form (SP-2) provided for this purpose. The form previously used only by pioneers and circuit servants has been revised to include company servants as well.

A supply of six of these forms is being mailed to each company with the January *Informant*. Pioneers are still required to supply this information as heretofore but those working with companies may now obtain their form from the company, and the company can reorder them as needed. Pioneers working in isolated territory will continue to order their own supply.

Those who use this form should always check the proper square to indicate whether they are company servants, pioneers or circuit servants, and the form should be sent at least two weeks in advance whenever possible, to allow the change to be made in the Society's stencils. It is hoped that this will eliminate needless and expensive mis-sending of mail.

It should be noted that this form should *not* be used by *Watchtower* and *Awake!* subscribers. Hence it should not be put out where it will be confused with the L-201 form that is provided for that purpose.

"Separating to the Right" Testimony Period

12th Annual *Watchtower* Campaign Under Way

Follow Up Placements

"Then shall the King say unto them on his right hand, Come, ye blessed of my Father, inherit the kingdom prepared for you from the foundation of the world." Would you like to be invited to "come" and live in the new world forever under the King, Christ Jesus? If so, you must now get on his right side and have a part in the separating work he is directing, because only those who do will receive his favor and the invitation to life.—Matt. 25:33, 34.

The nations, without exception, are on his left side. They will not change their position, for they refuse to hear the Kingdom message which makes known how to do so; yet within the nations are multitudes of good-will persons who desire the King's favor. For their benefit the reigning King sends his trusted servants to bid these sheeplike ones to separate themselves from the nations, take their stand on his right side, serve him and live. All Theocratic ministers are invited to share in this blessed dividing work during the "Separating to the Right" Testimony Period in February by presenting a year's subscription for *The Watchtower* for $1, and the free premium of eight booklets.

Back-Calls an Avenue for Subscriptions

By the time February's activity begins thousands of subscriptions will already be pouring into the Society's office. But that will be only the start! For many, many more persons will undoubtedly recognize the benefits of *The Watchtower* and subscribe if given the opportunity.

Those who have previously manifested interest in the Kingdom message are obviously the most likely to avail themselves of the benefits of *The Watchtower*. For example, there are those who obtained *"Let God Be True"* during November and December, individuals who have received sample copies of the magazine, those on magazine routes, persons who formerly subscribed but who have allowed their subscriptions to expire as indicated by the expiration slips sent to the company by the Society, and, of course, those upon whom we regularly make back-calls and with whom we conduct Bible studies. All of these persons of good-will need to regularly receive *The Watchtower*. We can reach them by making back-calls. Remember, the back-call work is a provision of the King to advance others to his favored side.

Following Up Subscriptions

Getting a subscription is only the first step, for the subscriber must usually receive further help to separate to the right. Back-calls are necessary even after the subscription is obtained. Show the person that you are interested in more than simply taking a subscription, by delivering copies until his magazines start coming in the mail. To be sure that the subscriber not only receives *The Watchtower* but also understands it have in mind starting a study as soon as possible. This requires preparation: studying the current issue before making the call, so that an interesting point can be discussed. For example: One might call attention to the varied means of preaching employed by religion in contrast with the method used by Jehovah's witnesses. After raising the question, "Which is the proper way?" the *Watchtower* article "Preach the Word" could be used to provide the Scriptural answer.

The Bible study servant can improve the following-up of subscriptions if he will examine the Publisher's Record cards from time to time and note those publishers obtaining subscriptions but not making back-calls. He can then give them practical aid in making effective *Watchtower* back-calls. It is essential to call back on these subscribers. You may be sure that the Devil will endeavor to minimize the importance of the magazine in the mind of new subscribers and will work through neighbors, religious ministers, members of the family and others to keep the magazine from being studied. Yes, Satan wants to keep them on his side, which is the wrong place for any who would live in the new world. Regular calls pointing out the King's commands as they are called to attention through the columns of *The Watchtower* will defeat the wily one.

Be diligent, then, in planning your service during February so that all avenues of obtaining subscriptions are used. Be prepared to point out vital information as you call back on subscribers. *The Watchtower* is the most important magazine on earth, but only to those understanding its life-giving message. Use it well, that you may have the privilege of aiding others to separate to the King's right hand.

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

NOVEMBER REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	357	131.4	55.8	7.6
Pioneers	4,575	93.3	34.4	5.7
Co. Pubs.	88,158	9.3	3.4	.5
Total Pubs.	93,090			

Public Meetings Held: 5,914

Only 471 publishers below October peak, 1,836 over quota.

Are you aiming for 100,000 publisher goal by convention time?

Watchtower and *Awake!* Bound Volumes

The 1949 bound volumes of *The Watchtower* and *Awake!* are now being prepared. Inasmuch as only a limited supply will be available and there will be no reprints after it is depleted, individuals or companies who contemplate ordering the 1949 bound volumes are urged to do so immediately.

Since it is necessary for the Society to set aside the required number of each issue of *The Watchtower* and *Awake!* as they are printed for making up the 1950 bound volumes it is requested that orders for these also be placed now. This will enable the Society to more accurately determine the number to save for binding at the end of the year.

When ordering be sure to specify the year and the magazine desired. A remittance of $2.00 for each volume should accompany the order.

Circuit Assemblies Temporarily Discontinued

Circuit Servant's Visit Important

That the brethren may make ample preparation for attending the international convention in New York city, July 30 to August 6, 1950, circuit assemblies will be discontinued following the week-end of March 26. All who will have assemblies between now and that time are now being notified. Circuit assemblies will be resumed in the fall of 1950 after the convention in New York. Circuit servants will continue, however, to serve the companies in the regular manner until further notice.

One step toward fully utilizing the provision of this important visit of the circuit servant is to give careful attention to the letter of notification which he sends to each company about two months prior to his visit. This letter should be read to the company at the first service meeting and *Watchtower* study after it is received.

Advance preparation is essential. This includes following the instruction given in the letter and in *Counsel on Theocratic Organization* relative to his visit. It should be noted that the company servant is to arrange the service meeting, assign the parts, and check to see that all are prepared. Do not wait until the circuit servant arrives before making these and other preparations. If you are not sure about something, go ahead to the best of your ability and the circuit servant can offer suggestions to avoid the difficulty in the future.

Much of the valuable counsel given in the various talks by the circuit servant is designed to fit the needs of the individual company being served. Each publisher should therefore attend all of these meetings and seek to personally apply the suggestions given.

It is also profitable for the company to review from time to time the circuit servant's report on the company, a copy of which is retained in the company file. This will aid the company to overcome any weaknesses before the next visit of the circuit servant. Do not neglect any opportunity to profit from the circuit servant's visit. It is important to expansion and progress.

Publications Now in Stock

The Joy of All the People—Korean
Choosing —Malay (Indonesian)
Permanent Governor of All Nations —Polish
"Let God Be True" —Zulu

The Catalogue

Are You Using It in Field Service?

The catalogue is an instrument which the Lord has provided as a specific aid for his servants. It can be very effectively used in acquainting persons of good-will with the Bible helps supplied by the Society. The catalogue, placed with those showing a hearing ear, will point them to these publications containing life-giving information. Have you been using it regularly? If your supply is depleted you may obtain more by ordering from Brooklyn.

When engaging in the house-to-house activity, introduce the catalogue wherever particular interest is found. The brief summary of the contents of each publication listed therein will often arouse the householder's desire to have other publications and will reduce much of the publisher's explanation. A catalogue so placed provides an opportunity to make a back-call.

Similarly, when placing *The Watchtower* or *Awake!* on street corners you may give a catalogue to those persons obtaining magazines and who show marked interest. This same procedure can be applied on your magazine route. When placing magazines with regular obtainers, leave a catalogue and acquaint them with these Bible helps.

On back-calls the catalogue can be used to good advantage also. Some of the listed Bible helps may appeal to the person and he can obtain them to further aid him in his study. It might also be suggested that these good-will persons acquaint their friends and neighbors with the literature listed in the catalogue. At the close of a public meeting, the catalogue can be given, along with the other booklet, to strangers who display interest.

In all avenues of the Lord's service, the catalogue is of real value. It is an instrument to aid good-will persons to know of the availability of important Bible information. Use it well.

Companies Ordering for Pioneers

Companies ordering supplies which will be used in part by pioneers should always indicate the number of pioneers in the company in the space provided on the order blank. Failure to do so may result in the order's being reduced to cover the expected needs of the company publishers only.

From time to time pioneers may request certain items which the company does not have in stock and which must therefore be ordered from the Society especially for the pioneers. If the company orders such items the Society will charge the company at the regular company rate even though it is stated that the items are for pioneers. The Society does not charge any item on a company invoice at pioneer rates. The company should request the difference between the amount received from the pioneer and the amount which it is charged by the Society by using the Literature Credit Request form. This difference in rates is then credited to the company's account.

In some instances it may be more convenient for the pioneer to order such special items on a separate order blank sent in with the company order. When this is done the items are charged to the pioneer at pioneer rates, as the company is not involved in the transaction. They will usually, however, be shipped with the company order. It should be kept in mind that a remittance must accompany cash item orders by pioneers unless the pioneer's account has sufficient credit balance to cover.

Whenever pioneer and company orders are sent in together with a remittance to cover, separate remittance forms should be included. It is not necessary to send separate checks or money orders, although this may be done if desired; but in every instance it will be necessary for the Society to know how much of the remittance is to be applied to the company's order and how much to that of the pioneer.

INFORMANT

FEBRUARY, 1950 "Preach the word."—2 Tim. 4: 2. BROOKLYN, N. Y.

"Separating to the Right" Testimony Period

Watchtower Campaign Enters Second Month

Follow Up All Interest with Pleasing Witness

There is no doubt in the minds of Jehovah's consecrated servants that we are now in that peculiar time when the King is separating his "sheep" to the right. Our text for the month of February foretells this: "And he shall set the sheep on his right hand . . . Then shall the King say unto them on his right hand, Come . . . inherit the kingdom." (Matt. 25:33, 34) And reports prove it, as 48,889 more regular publishers reported service in the field world-wide in 1949 than in 1948. What a blessing to be on the King's right hand in this "time of the end" at the threshold of the new world!

The Lord knew the "sheep" would be scattered throughout all religions and nations, blinded and oppressed by Satan's "wolves", but ready to hear his voice when sounded to them. He knew they would follow this true voice out of bondage and to the service of the King, at his right hand. So he provides for these "sheep" to hear and be separated.

But *how* does the King-Shepherd separate the "sheep" to his right? Why, by having the message of his kingdom proclaimed in their hearing by his witnesses; and one of the chief instruments they use today to relay the voice of the Shepherd is *The Watchtower*. This magazine, being solely for the Kingdom and free from all falsely religious and political schemes, offers vital counsel that directs men of good-will to true worship. Logically, then, in February Jehovah's ministers will continue voicing the King's invitation to life by participating in the second big month of the twelfth *Watchtower* campaign.

Present Pleasing Witness

We should strive to exercise tender care when aiding the Lord's "other sheep". Every sheeplike person needs help, so be helpful. Approach each house with a positive attitude and regard it as the home of a prospective "sheep". Have as your purpose the aiding of that individual to better appreciate the provision of God for his benefit.

Be tactful. Watch the householder's reaction to the message, watch for sheeplike traits, and then tactfully and pleasingly point out that undoubtedly he wants life for himself and his loved ones; he wants to live in peace, in a world free from worry, etc. You are there to aid him in his search for these things. Take the view that he has read the Bible and is sincere in his endeavor to serve God. Your purpose is to aid him further.

The Watchtower is what he needs to aid him, and we use it in our ministry to bring him this vital information. We know the value of *The Watchtower* and how it has aided us, so we will present it with conviction, offering a year's subscription for $1, with a premium of eight booklets. If some already take *The Watchtower*, or if *Awake!* is preferred by them, then *Awake!* may be presented at the regular rate of $1 a year, but without the premium of eight booklets.

Feed the "Sheep"

The meek, sheeplike attitude manifested by one obtaining a subscription does not mean that he is now completely separated to the King's right hand. That is determined by what follows, whether he absorbs the information therein and applies it. We have the privilege and obligation of patiently and lovingly aiding them to accurately understand the Shepherd's voice and to appreciate what it means to be on the side of his favor.

How can we do this? By regularly calling on them to aid them in Bible study. This point cannot be overemphasized. All interest in the field should be followed up. Not only will we call on subscribers to supply them with issues until they receive them through the mail, but we will continue to call thereafter. Call and talk to them and get acquainted. Ask for their questions, discuss the Lord's purpose, a prophecy or a doctrine from the Bible. Demonstrate where you obtained your knowledge, from *The Watchtower* and kindred publications, thus enhancing their interest in the literature. Determine those points which interest them most and talk on these, using the Bible and *The Watchtower* where possible.

Regular calls each week or every two weeks will convince them of your desire to aid them and dispel any idea they may have had of your being a peddler. Many times, after you get acquainted and gain their confidence, they will talk more freely, and the result may be a home Bible study in *The Watchtower* or a book.

Be careful not to overstay your welcome. Feed them properly but not too much at a time. Remember, separating to the right is a process that requires time and patience and regular calls. Continual and regular feeding gradually separates them to the right, where they will be spared Armageddon's storm to live in the new world. What a joy to be thus used by the Good Shepherd!

So, as we enter the second month of the 1950 *Watchtower* campaign, let us be determined to spend time profitably in the field so as to reach or exceed the subscription quota. Bear in mind the commission to aid others to the right hand of Christ's favor before the great battle of Armageddon breaks and destroys all those not so located. We can do this by following up all interest, getting acquainted with them, patiently aiding them to a knowledge necessary to "inherit the kingdom prepared" for these "other sheep" who love the King.

The Outstanding Event of 1950!

International Convention the Destination of Thousands

Of all the events scheduled for 1950, undoubtedly the most outstanding is the international convention of Jehovah's witnesses in New York city, July 30 to August 6. In these momentous times what servant of Jehovah will lightly dismiss this great event or fail to put forth every possible effort to attend? What is there that could more profitably occupy eight of your days? Are you determined to be at this great assembly of Jehovah's people?

Already hundreds of our brethren from foreign countries have obtained visas to travel to the United States. More frequently than not, it has required great sacrifice and strict planning for these brethren to undertake such a long journey. But they are coming! You will know of their problems and their service after reviewing the *Yearbook* reports. You will also want to see and talk to these faithful fellow servants.

Too, you will want to see and will rejoice to aid others to see the Bethel home from which the preaching work world-wide is directed, and the factory where millions of books, booklets and magazines roll off the presses to supply the needs of spiritually hungry people.

Preliminary replies from the companies relative to convention transportation indicate that a big majority of the brethren in this country are diligently planning and arranging their affairs so as to be in New York. In many places entire companies have expressed a determination to come!

But the diligent publisher will not be satisfied to prepare only to partake of this feast himself. He will be enthusiastically informing the people of good-will about the assembly and personally inviting them to come also. In what better way can others come to an appreciation of the magnitude of the Lord's work and purpose than by viewing first-hand the thrilling spectacle that this convention will present?

To properly advertise the 1950 convention each servant of God must think convention, talk convention, advertise convention from now until the awaited day of assembly arrives. At least once each month the service meeting should feature something about the international convention and the benefits that may be expected from attending it. Circuit servants should keep the convention before the minds of the publishers in the companies that they serve; and is not the circuit assembly an excellent place to advertise?

If your circuit is to have an assembly before the 1950 convention, endeavor to take your people of good-will to it so that they will have a taste of the greater blessings that the international convention holds. Undoubtedly many will be stirred to join with you in proclaiming the Kingdom, thus taking their places among the hoped-for 100,000 publishers in the United States by convention time! Only six short months remain in which to accomplish that goal, then the convention will be here. Will your company contribute its share? Think of what it will mean! 100,000 men, women and children extolling Jehovah's name! 100,000 advertisers for 1950's feature event, the international convention in New York city!

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	312	134.4	56.9	8.2
Pioneers	4,487	91.3	33.8	5.8
Co. Pubs.	90,287	8.6	3.2	.5
Total Pubs.	95,086			

Another goal reached! A December peak realized by a wide margin! Yes, 1949 closed with its fifth all-time peak! Jehovah blessed your diligent, faithful effort.

Less than 5,000 more publishers now needed to meet our goal by convention time!

Can we do it?

Distributing Older Booklets

Some companies have found the public meetings a good place to dispose of some of the older booklets which they have in stock. Many of these older booklets have not yet been read by persons recently associated with the truth or even some of the newer publishers. In some cases persons of good-will may be given 4 or 5 booklets to distribute among friends and relatives.

Correspond in English When Possible

Many brethren in the United States speak other languages better than English, and when occasion arises to correspond with the Society they prefer to write in their native tongue. The Society does not have foreign correspondence departments, so these letters must be translated into English, answered, and the answer translated back into the language in which the letter was written. Obviously, this involves additional work in the Society's office and the reply will be delayed, with possible inconvenience to the writer.

It is requested, therefore, that whenever possible your letters to the Society be in English. If you cannot write English perhaps someone else can write the letter for you. In the event that you cannot write English and there is no one to write for you, and it is necessary for you to correspond with the Society, then do not hesitate to write in the language which you read and understand. The Society is glad to correspond with those who must write in another tongue when it is necessary, but we can serve you better and more promptly when letters are in English.

"Happy the Merciful"

Watchtower Offer Continues for March

Magazine Work to Be Stressed

Are you glad that you are alive? All the things you enjoy and every precaution you take to remain alive prove that you are. Do you know why you are able to be alive? Only because Jehovah has exercised his matchless quality of mercy. Those who benefit from such mercy should display this same godlike quality toward their fellow creatures. For persons who accept and faithfully extend that mercy to others, he promises unending life in his new world.

This mercy being extended to humankind, despite the ungratefulness of the majority of this world, was not meant to continue for all time. Those willfully spurning such mercy will have to pay the penalty that his justice requires of them, namely, death.

God's mercy and long-suffering were due to end when the days of tribulation began upon Satan's organization with the enthronement of Christ the king in Kingdom power in 1914. "And except those days had been shortened, no flesh would have been saved," God's Word ominously warned. (Matt. 24:22, *A.S.V.*) But God has mercifully shortened those days of tribulation. Yes, a merciful interlude has now been provided for a gospel-preaching work as a final witness and an opportunity for us to benefit everlastingly by accepting and in turn extending God's mercy toward our fellow creatures.

The *Watchtower* magazine is the means that the Lord is now using to inform good-will persons of his merciful provision for life. The "Father of mercies, and the God of all comfort" has constantly provided us with comfort through the columns of *The Watchtower*. Who of us will deny that same comfort to others, by failing to bring this invaluable magazine to them?

Magazine Work Stressed

Warmer weather in March in many parts of the country should mean more and longer participation in street magazine work, as well as magazine work from store to store and house to house and in building up magazine routes. With the *Watchtower* subscription campaign entering its third month, all publishers will be fully *Watchtower* subscription conscious and will take advantage of every opportunity to present the subscription offer.

Wherever *The Watchtower* is already being received endeavor to place *Awake!* Remember, however, that the premium offer of 8 booklets goes only with the *Watchtower* subscription for one dollar a year. No premium is offered with *Awake!* which is also one dollar for a year's subscription. Keep *The Watchtower* foremost in the eyes of the public through all features of magazine work, as well as by the regular door-to-door offer. Advance preparation of appropriate slogans and talking points will aid in this.

Be gracious in your invitation to all persons to obtain *The Watchtower* so that they may learn and take advantage of God's present extension of mercy for them to get life. We have received God's mercy. Let us be happy to extend it to others.—Matt. 5:7, *Roth.*

The 1950 Public Meeting Campaign

New Series Begins in April

"Preach the word"! These impelling words, our yeartext for 1950, capture the attention of each individual servant and each organized company of Jehovah's witnesses throughout the world. To them these three short words carry a wealth of meaning, setting the pace for service for the coming year. Since our public meeting activity so closely harmonizes with the injunction that "Preach the word" sets forth, does it not seem that 1950 should be a banner year for public meetings?

If the pattern of last year's activity can be accepted as an indication of continued effort, 1950 should certainly be outstanding in this respect. In 1948 a satisfying total of 133,634 public meetings was conducted throughout the world. During the 1949 service year the number increased to 174,404, an increase of 30.5 percent! This is an average of 13.9 public meetings during the year for each of the world's 12,535 companies.

Public-meeting-minded servants of God will rejoice to know that a new series of talks has been provided for 1950. Their titles are:

"It Is High Time to Awake!"
Who Is Your God?
Have Christendom's Religions Failed?
Hell Used as a Scare
The Pathway to Peace
Preserving Godliness amid World Delinquency
Surviving Global War
"The Truth Shall Make You Free"

Enclosed with this *Informant* are three sets of the outlines for the above talks for each company and one set will be sent to each male pioneer with his *Informant*. Of the three sets sent to the company, one should be preserved in the ministry school library and the remaining two sets distributed among the brethren assigned to prepare the different talks.

Every company should now make plans for a public meeting on April 2, 1950. This talk will not necessarily be one of the new series; it may be the circuit servant's public talk if he is serving the company, or it may be one of the old talks if a series is then in progress. However, do not start a series of the old talks after April 1, 1950; rather, the new series should be inaugurated after that date. Further details relative to the Memorial week-end activity will be given in the March *Informant*.

Throughout 1950 companies and pioneers should arrange for public meetings at every opportunity. Many companies have had excellent results by holding a continuous series at the Kingdom Hall in addition to those given at outlying points and at company book studies. If, as the year progresses, it is found advisable to continue a series longer than the eight talks for which outlines have been provided, it will be permissible for companies to use other subjects in harmony with chapters in "*Let God Be True*", "*The Truth Shall Make You Free*" and "*The Kingdom Is at Hand*". If this arrangement is used, however, it should be remembered that the company itself will need to provide for advertising, as handbills (or outlines) will not be available from the Society except for the regular series of eight talks.

As one united body of servants, let us make 1950 outstanding for 'preaching the word'. Continued public meeting activity will do much to help us accomplish this. May it not also play an important part in helping us to realize our goal of 100,000 publishers in the United States by convention time?

The Key to Successful Pioneering

Are You Ready to Start?

It takes real faith to be a pioneer. How often this has been called to our attention through invitations to enter pioneer service! Yes, faith is the very foundation for successful pioneering. The apostle Paul shows that without faith it is impossible to please God, and he lists many splendid examples in the eleventh chapter of Hebrews. Consider Abraham, who, on being invited to leave his homeland and enter a strange country, counted the forsaking of his past life as nothing, realizing God's full measure of favor and blessing would be his only if he obeyed. He had faith in the God of the universe to provide his needs; he entered a far-off country. Taking Jehovah at his word and displaying faith in God brought Abraham service privileges as well as assurance of life in the new world—true riches indeed.

Jesus, our perfect exemplar was "the faithful and true witness" and he gladly accepted his Father's invitation to full-time service. While pioneering he invited others to "follow me" in making Kingdom service of first importance. A few responded to the invitation and took up the pioneer work, but most, like the rich young ruler, preferred to place their faith and trust in worldly possessions rather than have all faith in the Creator of the universe.

Unlike the world-loving young ruler who did not have enough faith in God to rid himself of worldly ties, Jesus devoted his all to pioneer service and did not cling to material riches. This same principle of faith in Jehovah the Provider, so accurately demonstrated by Abraham, the great cloud of witnesses, and the apostles, is now being demonstrated by thousands of men, women and children who engage in full-time Kingdom ministry.

"Seek Ye First the Kingdom"

Those contemplating pioneer service need not be unduly concerned about the necessities of life, for did not Jesus say, "Take no thought, saying, What shall we eat? or, What shall we drink? or, Wherewithal shall we be clothed? (For after all these things do the Gentiles seek:) for your heavenly Father knoweth that ye have need of all these things. But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you." That takes faith, for it does not mean pioneers will be provided with the finest things this old world can offer in the way of food, shelter and clothing, but, rather, they will be provided with the necessities of life. Even as an earthly father knows and provides for the needs of his children, so much more does Jehovah our rich heavenly Father know the requirements of his faithful servants, and he provides accordingly.

Will pioneers be cared for in a miraculous way? No, though sometimes in ways unusual. God generally provides in ways requiring initiative on the part of the pioneer, such as through part-time secular work. Paul recognized this as a provision from God to continue in the full-time service, and used it from time to time to meet his needs; but he always kept it in the proper place, realizing it was a means to continue in pioneer service. Uppermost in Paul's mind was, "This one thing I do." Had his secular employment interfered with his full-time ministry, doubtless he would have sought other part-time work, looking to the Lord to aid him to continue in pioneer service.

The Lord provides for pioneers in many ways. Often brethren and people of good-will, who see the good works of a pioneer devoted to Kingdom service, are moved by the Lord to aid him so that the maximum of service can be performed in the field. With foresight pioneers will be alert to trade literature for food supplies, to can food in season, and in many other ways use wisdom in managing to stay in pioneer service.

Why Not Start Now?

In every respect pioneering is an inestimable privilege. It not only provides a way to praise Jehovah and minister to men of good-will full time, but also affords an opportunity to demonstrate complete faith in and dependence on the Lord. In many places the number of good-will persons is too great for the publishers to care for. Some companies are in great need of assistance. Other territories have not been covered for years. Pioneers are needed. There is no better way to spend a consecrated life than in pioneer service. Why not start now?

With the life prospects of all men of good-will in view the Society again urges all who possibly can to enter pioneer activity now. Follow the example of thousands who are enjoying the pioneer blessings: sisters whose husbands work, brothers whose wives work, both single and married brethren who pioneer and engage in part-time secular work, young brethren and elderly brethren, some 70 and 80 years old. In some instances families that cannot all enter the full-time ministry cooperate to assist one or more of their group to do so, and in so doing all are endeavoring to seek first the Kingdom.

Wait a little longer? But why? More favorable conditions seldom come by just waiting. In fact, the longer you wait the harder it will be to start pioneering. Why not rather enter the pioneer work in February, get well established therein by March, reach your full stride by Memorial time, and, by the Lord's grace, continue therein. Consider, too, the joy and satisfaction of attending the 1950 convention as a pioneer. An application blank awaits all who desire to take up this joyous service.

Publications Now in Stock

Counsel on Theocratic Organization for Jehovah's witnesses —Arabic
"Be Glad, Ye Nations" —Cinyanja
The Coming World Regeneration —Cinyanja
The Joy of All the People—Cinyanja
"The Kingdom of God Is Nigh" —Cinyanja
Kingdom Service Song Book—Polish

No Literature in Braille

From time to time brethren write the Society requesting publications in Braille for the blind. The Society has no publications in Braille. It is the privilege of those who have sight to study with the blind and to read the Kingdom message to them.

INFORMANT

MARCH, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

"Happy the Merciful"

Second Half of *Watchtower* Campaign Begins

Preparation for Memorial Activity Climaxes Month

What a comfort it is to know that one can work out his salvation by good works! This merciful provision through Christ from the Provider of all good things makes honest-hearted persons doubly happy, for not only can they serve and please Jehovah, but also they can receive the satisfaction of aiding others to appreciate his mercy. Exercising this godlike quality of mercy is profitable, for Christ Jesus told the assembled multitude, "Happy the merciful; for they shall receive mercy."—Matt. 5:7, *Rotherham.*

This happiness is so clearly manifested by Jehovah's servants. Their pleasing countenance, their sincere desire to help truth seekers, their regularity in service: these are quickly noticed by those to whom they minister, and they are moved to investigate. Out of the Bible come the answers to their questions, and at the same time an opportunity is afforded to show the merits of *The Watchtower*, the magazine which, through the pages of the Bible, reveals the true source of happiness. Joyfully we will continue to present the subscription offer during March. A subscription obtained or a single copy placed can be a real steppingstone to an appreciation of Jehovah's mercy.

Many opportunities for obtaining subscriptions will be encountered in the various features of Magazine Day activity. Conscientiously endeavor to take part in the different ways of distributing the magazines and be on the alert for subscription prospects. When making Magazine Day arrangements, keep in mind that in some places it may be necessary to arrange store-to-store magazine witnessing on some day other than the one used for street or house-to-house witnessing with the magazines. Local conditions will indicate the best time for each.

All the brethren should support Magazine Day, making effective use of the *Watchtower* and *Awake!* magazines, and endeavoring to obtain subscriptions therefor. In participating in magazine distribution, however, the publisher should not neglect other features of the service. Apportioning time to all fields of activity will insure blessings from each and more enjoyable service.

Become Familiar with Each Issue

When preparing for effective presentations, the importance of being familiar with each issue of the magazines cannot be overemphasized. Only then can one illustrate how beneficial *The Watchtower* can be to one who is searching for the truth or who has Bible questions that he desires to have answered.

For example, in demonstrating the presentation of the March 1 issue of *The Watchtower*, entitled "A Call to Praise", one might point out from paragraphs 10 and 11 the practical reason why men should praise Jehovah: not to guarantee a temporary life of 60 or 70 years but to obtain life eternal through Jehovah and his Son. How is this salvation guaranteed? "With the mouth confession is made unto salvation." No deathbed repentance with the coming of Armageddon will suffice; *now* is the time to consider the profitable course.

Upon all Kingdom publishers who have already learned of God's merciful provisions rests the responsibility to teach others. Obtaining subscriptions for *The Watchtower* and then aiding the subscribers to appreciate the heart-cheering contents is an excellent way of doing this. As each one demonstrates his good works in this regard, the company will be able to meet its subscription quota of twice the peak number of publishers. March 1 marks the half-way point of the campaign. Do you have half of your quota? Redeem the time; present *The Watchtower;* meet or exceed the quota!

Plan Now for Memorial

As announced in *The Watchtower*, the Memorial will be April 1. Each company should begin now to prepare for this event and a full week-end of service activity. Some qualified consecrated person, preferably of the anointed, should be appointed to deliver the discourse. Personal invitations to attend should be extended to all associated and those of good-will.

The service meeting prior to the Memorial should be well prepared, with suggestions offered for profitably devoting the Memorial week-end to service. The arrangements should include a full day of field service on Saturday, at which time Sunday's public meeting also will be advertised. All arrangements should be clearly outlined in advance, and everyone should be invited and encouraged to participate. Saturday evening all will assemble for the Memorial service. The program will conclude with service announcements for Sunday's activity.

Group witnessing Sunday morning will precede the public meeting and the *Watchtower* study. Good-will persons attending the Memorial should be encouraged to continue their profitable beginning on the road to life. Aid them, where necessary, to associate regularly and begin 'confession unto salvation'. Circuit servants should adjust their schedules to fit in with local arrangements at this time.

Remember, our goal is 100,000 publishers by convention time. New peaks in March and April will do much toward attaining it as we continue in the field unitedly proclaiming Jehovah's merciful purposes.

Distribute Back-Issue Magazines

Do your magazines accumulate on shelves, inside desks and book bags or elsewhere? As you regularly secure a new supply of magazines are some added to this already growing pile? Or do you thoughtlessly destroy back issues to keep them from accumulating? Careful consideration should be given to these questions, and then concerted action should be taken to eliminate any indication of waste. We cannot afford to waste the good represented in even one of our magazines.

Conditions which lead to accumulation of the magazines should first be eliminated. Companies and pioneers should carefully regulate and obtain the number of magazines that are actually needed for field service. The company can do this if each publisher orders in advance the magazines he needs, and then faithfully takes his allotment of each issue as it is received, striving to place them all week by week.

But what of those already on hand? Keep in mind that only soiled, torn, badly creased or discolored issues should ever be destroyed. All others should be put to good use, furnishing food to truth-hungry people. Back issues, even though a year old, can be distributed as samples; on the street corner to those who are curious or unable to contribute and in the door-to-door work with those who do not take advantage of the current offer. Back issues can also be left on back-calls, perhaps opening a way for obtaining subscriptions. Others may be utilized in our personal libraries.

If each one in the company is mindful of the value of the magazines, never treating them as common and always putting forth every effort to get them distributed, each magazine can accomplish the most good in preaching the Word.

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

January Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	300	140.2	61.7	9.1
Pioneers	4,522	92.6	36.8	6.0
Co. Pubs.	90,470	9.1	3.6	.6
Total Pubs.	95,292			

Public Meetings Held: 6,120

United States publishers become richer in good works by reaching another new peak! December's outstanding peak exceeded! Only 4,708 more preachers needed to reach convention goal of 100,000!

Publications Now in Stock

"Equipped for Every Good Work" —Finnish

The Kingdom Hope of All Mankind —Finnish

The Joy of All the People —Sgaw Karen

"The Kingdom Is at Hand" —Swedish

"Preach the Word" as a Pioneer

The Kingdom message which we bear is urgently needed for men to have life. That is why Paul told Timothy, "proclaim the word, be *urgent* seasonably, unseasonably." (2 Timothy 4:2, *Diaglott*) Both Paul and the young man he was here instructing were sufficiently convinced of the urgency of the message to devote their entire time to it. They preached the Word as pioneers.

As the months and years slip quickly by, preaching the Word becomes even more urgent, calling for greater diligence, more preachers and a larger portion of the time of the servants of God. The 1950 *Yearbook* shows that during 1949 there were 12,424 pioneers; men, women and children who set aside worldly cares, responsibilities and pleasures to be full-time preachers.

Throughout the world there are yet many thousands whose hearts direct them to be in the pioneer ranks. Already some of these are responding to the call for pioneers that appeared in the February *Informant*. Undoubtedly others have thought, "Yes, I *should* be a pioneer; perhaps sometime in the future I will." For them the joys and privileges of pioneer service are put off until an indefinite "tomorrow". But who knows what tomorrow holds for them? A message that is urgent calls for action today. A "tomorrow" when you will preach the Word as a pioneer will not automatically come.

Such a day may come, however, if you set a definite time when you purpose to begin pioneering and then endeavor to let nothing prevent you from doing it. Be assured that the adversary will raise circumstances to hinder you; he considers his cause urgent too, for his time is very short. But such obstacles can be overcome. Through faith and prayer, planning and determination you can be a pioneer. There are thousands of living examples that prove this to be true.

Paul was near the end of his pioneer service when he wrote to Timothy about the urgency of preaching. But he did not consider distressing circumstances such as imprisonment, chains and coming death to be sufficient reason to slack his pace; and he urged Timothy to take advantage of all "seasons" or opportunities to preach the Word.

By far the majority of God's servants today face the joyful prospect of continued service right into the new world, with joys increasing with each forward step toward greater service. To them too, however, comes the exhortation, "be urgent, seasonably, unseasonably." The more time one devotes to preaching the nearer he comes to satisfying his desire and the Creator's instruction to preach at every opportunity. Would you not like to thus expand your service now by preaching the Word as a pioneer? An application will be sent immediately upon your request.

"Announcing Messiah's Presence"

Express Appreciation During April Testimony Period

Are You Prepared?

Before entering the "ANNOUNCING MESSIAH'S PRESENCE" Testimony Period, it is fitting for those who have received knowledge of the truth from Jehovah to pause and give serious thought to the significance of the commission to announce glad tidings. What does Messiah's presence mean to us? What does it mean to our families? Our neighbors? Our friends? As we dwell on this matter we realize that every human creature on this planet is affected by this great event that all the signs indicate has taken place.—Matt. 24:37, *Rotherham.*

This knowledge of Messiah's presence, which means peace of mind and hope for the future, reached us because someone else announced it in our hearing. Now that it has been entrusted to us, how are we going to use it to the greatest advantage? There should be only one answer: We will show forth the praises of our merciful God, comforting others with the 'comfort wherewith we have been comforted'.—2 Cor. 1:4.

Provision for Announcing

Adequate provisions and needed assistance for sharing in the announcing work are available for each one of us at the Kingdom Hall or company headquarters. To take full advantage of such we will attend service meetings and other company meetings, assemble with other announcers for group witnessing and generally participate in carrying forward the work of announcing Messiah's presence. Each minister will do this if he really believes and appreciates the day in which we live and the importance of this worthwhile work.

The public meeting series provides an excellent medium of announcing Messiah's presence, and all companies and those associated will desire to support the 1950 series which begins after April 1. One of the most notable public meetings of the year will be held on April 1, which marks the Memorial date for 1950. On that day after 6:00 p.m., consecrated people of God, both anointed and their Jonadab companions, along with persons of goodwill, will assemble to commemorate this event. The things there memorialized are now culminating with Messiah's presence, as the hopes, blessings and promises linked to Christ's death and resurrection and the new world begin to fulfill.

These wonderful things we are privileged to announce during the current *Watchtower* campaign, and particularly during the month of April. Our proclamation will be spearheaded with one of the greatest instruments on earth for announcing Messiah's presence, *The Watchtower*, which for sixty years carried the subtitle "And Herald of Christ's Presence".

Careful planning relative to the various features of Kingdom service, and especially Memorial week-end activity and the public meetings which will follow, will make it possible for all publishers to participate. May that not mean a new peak of publishers announcing Messiah's presence? Take time to meditate on these things. If the true significance of this wondrous privilege absorbs us we will take advantage of every opportunity to herald it forth as Jehovah's spirit motivates us to action during the "ANNOUNCING MESSIAH'S PRESENCE" Testimony Period.

The Use of the Kingdom Hall

The Kingdom Hall is the center of Bible study and Kingdom activity for the community. There Jehovah's witnesses meet for *Watchtower* studies, service meetings, Theocratic ministry school, public lectures and other meetings, so as to be better equipped for the grand work of the ministry. There, too, the meek of the earth, whom the publishers find while engaged in the various features of service, are ultimately invited. They associate with us in study at the Kingdom Hall to more fully learn the will of the Lord and to do that will by active service.

We should never feel hesitant or apologetic about inviting others to our Kingdom Hall. If our hall is neat, clean and attractive we are proud to bring people of good-will to it. Paragraph 73 of *Counsel on Theocratic Organization* states that the company servant should oversee its maintenance. He should check to see that all unnecessary charts, texts, signs, and any other distracting things, are removed from the walls. A territory map, department signs, library sign, as well as an outside identifying sign "Kingdom Hall of Jehovah's Witnesses", are appropriate.

A neat arrangement of furniture, chairs, desks and counters also adds to its attractiveness. By keeping all these things tidy and in order, the appearance of the Kingdom Hall will reflect the dignity of Jehovah's kingdom message, and your Kingdom Hall will be a real asset to the local company organization.

Appreciating the place the Kingdom Hall occupies in the community as the center of true worship, the publishers will desire to contribute toward its upkeep by personally cooperating in keeping it clean and providing sufficient funds to care for it.

Center of Kingdom Activity

The Kingdom Hall is maintained for the benefit of all the publishers and persons of good-will. It can readily be appreciated, then, that it is inadvisable for individuals to use it for personal purposes, such as a salesroom or for receptions, parties and things of this nature. It should always be borne in mind that the Kingdom Hall belongs to the entire company. Therefore, no individual or group of individuals can commandeer its use for any specific purpose. The brethren are paying the rent or have ownership of the Kingdom Hall for one purpose: to honor the Lord's name. Therefore, use it for that purpose exclusively.

Where the Kingdom Hall is exclusively the property of Jehovah's witnesses, and hence not shared with someone else, then it should be quite easy to keep the hall neat and clean, and to use it exclusively for the purpose of praising Jehovah's name. It should be a place of true worship.

A warm spirit of friendliness and consideration should prevail among the brethren in the Kingdom Hall, and these same qualities expressed to the good-will and strangers will make them feel welcome and at home. That means much to one who has been pushed around by this cold world. If all publishers appreciate the purpose the Kingdom Hall plays in the Lord's arrangement, then all will help to keep it clean and presentable, to support it and to use it in a way that will glorify Jehovah's name.

The Convention Is Drawing Near!

Are You Continuing to Plan?

The 1950 international convention is only five short months away! Tens of thousands are planning to attend, as shown by the response to the Society's request in the December, 1949, *Informant* that all companies report travelers. Many have inquired what the Society has done to provide special transportation to New York. In reply we are happy to publish the following list of trains arranged by the Society. Bear in mind that this list does not show all stops to be made, but simply outlines the routes and territory coverage:

Tacoma-Seattle, via Milwaukee Road ("Olympian Hiawatha"): Spokane, Missoula, Butte, Miles City, Aberdeen to Chicago, and thence to New York via Pennsylvania R. R.

Portland, Oregon, via Union Pacific R. R.: The Dalles, Pendleton, Boise, Pocatello to Chicago, and thence to New York via New York Central System. (Through service; no passenger stops after Pocatello; no change in Chicago.)

San Francisco-Oakland, via Southern Pacific-Union Pacific R. R.: Sacramento, Reno, Ogden, Cheyenne, North Platte to Chicago, and thence to New York via New York Central System. (Through service from North Platte; no change in Chicago.)

Los Angeles, via Santa Fe R. R.: San Bernardino, Barstow, Albuquerque, Amarillo, Wichita, Kansas City to Chicago (no change), and thence to New York via New York Central System. (San Diego, El Paso and Phoenix can join this train.)

St. Paul-Minneapolis, via Chicago & North Western System: Eau Claire, Milwaukee, Chicago, and thence to New York via New York Central System. (This train will join with Omaha group in Chicago and proceed to New York. Through service will be operated.)

Omaha, via Chicago & North Western System: Council Bluffs, Ames, Cedar Rapids, Clinton to Chicago, and thence to New York via New York Central System.

San Antonio, via Missouri, Kansas & Texas R. R.: Austin, Waco, Fort Worth-Dallas, Wichita Falls, Muskogee to St. Louis, and thence to New York via Pennsylvania R. R.

Oklahoma City, via Frisco Lines: Tulsa, Springfield to St. Louis, and thence to New York via Pennsylvania R. R. (Joplin, Fort Smith, etc., can join this train.)

St. Louis, via Pennsylvania R. R.: Terre Haute, Indianapolis, Springfield, Columbus and New York.

Pittsburgh, via Pennsylvania R. R.: Altoona, Harrisburg, Lancaster and New York.

Philadelphia, via Pennsylvania R. R.: Train direct to New York.

Chicago, via New York Central System: Gary, South Bend, Toledo and New York.

Cleveland, via New York Central System: Erie and New York.

Buffalo, via New York Central System: Rochester, Syracuse, Rome, Albany and New York. (Special coaches, unless enough for train.)

Detroit, via New York Central System: Direct to New York. (Extra coaches on regular train, probably "The Wolverine", unless enough for train.)

Louisville-Cincinnati, via Baltimore & Ohio R. R.: Chillicothe, Parkersburg, Cumberland and New York. (Space to be reserved on "National Limited" unless enough for special train.)

Washington, D. C., via Baltimore & Ohio R.R.: Baltimore and New York.

New Orleans, via Southern R. R.: Meridian, Tuscaloosa, Chattanooga, Knoxville, Roanoke, Lynchburg and New York. (Houston, Texas and companies en route to travel to New Orleans via special train or coaches on the Southern Pacific R. R., originating in Houston.)

Jacksonville, Florida, via Seaboard Air Line R. R. ("Silver Meteor"): Savannah, Columbia, Raleigh, Richmond and New York. (Miami and Tampa and points en route by special coach to Jacksonville via S. A. L.)

Birmingham-Atlanta, via Seaboard Air Line ("Silver Comet") to New York.

All railroads have guaranteed air-conditioned, reclining seat coaches and Pullman equipment. These trains will depart from point of origin in sufficient time to arrive in New York July 29, 1950, so passengers will have daylight hours to locate rooms, etc. In most cases, departure from New York has been scheduled for August 8, so that all will have opportunity to visit the new factory and Bethel home.

It is suggested that companies with no Society-appointed transportation servant assign some capable brother to oversee transportation arrangements locally and cooperate with the Society by helping the brethren join special train groups. Transportation servants can check with local railroad agents about fares, etc. Any reduced fare arrangements will be announced by the Society if and when they materialize. It is recommended that brethren work through their transportation servant in order to avoid unnecessary difficulties.

No air or bus transportation is being arranged by the Society for the United States; those desirous of traveling by such means should make their own arrangements. In making inquiries or contracts for air or bus travel, groups or individuals should *not* use the Watchtower Society's name, since the arrangement is entirely local and does not involve the Society. Shortly the Society will send a circular to each company outlining complete train schedules for the United States, and other travel information of concern to all travelers coming to New York city. Full instructions on when to begin purchasing rail tickets and how to join special train groups will be given.

Sending Literature to Poland

The Polish Branch office has reported that literature sent to persons in Poland in packages of food or clothing is being confiscated. It is suggested that any publishers in this country who send literature to persons in Poland should ask for and receive acknowledgment of the receipt of the literature in Poland before sending any more.

In this connection it is reported that many persons in Poland who are not in the truth are asking for help from publishers in the United States. The Poles who make request to the Society are being investigated by the Polish Branch office at Lodz.

New Legal Office Address

All correspondence with the Society's legal department and counsel, Hayden C. Covington, should be addressed hereafter to 124 Columbia Heights, Brooklyn 2, New York, since the legal department is being moved from 117 Adams Street.

INFORMANT

APRIL, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

"Announcing Messiah's Presence" Testimony Period

Watchtower Campaign Enters Final Month

Memorial Week-End Sets Stage for 100,000 Goal

In 1914, amid world-shaking events, Jehovah God asserted his universal sovereignty and sent forth his Messiah-Son to rule in the midst of his enemies. Christ's invisible reign means everlasting life to all who believe and obey. But how can they believe unless they first hear? and how can they hear unless his presence is announced? And who is there today announcing Messiah's presence? You are, if you really believe the signs that prove that Christ is now present and ruling. —Matt. 24:37, *Roth.*

Just pause a moment to consider what a unique position and privilege we have in daily telling others that Christ is present, ruling in the heavens, and how his Kingdom will shortly "satisfy the desire of every living thing". Of all the world's millions, Jehovah's witnesses alone are engaged in this ministry of salvation. One of the best instruments we have to aid us in ministering to "this generation" is the *Watchtower* magazine. Did not *The Watchtower* help us to see with our eyes of faith that Christ is present and ruling? Logically, then, it is the magazine we should use to assist others likewise to appreciate this all-important truth. Therefore, during April, we will continue to offer the *Watchtower* subscription and a gift of eight booklets on a contribution of one dollar.

As we enter this final month of the *Watchtower* campaign let us redouble our efforts to meet our individual quota of two subscriptions per publisher for the four months. Reports coming into the office thus far show we are surpassing last year's figures for this same period. Continue your diligent efforts by calling back on last year's subscribers, whose expiration slips are regularly mailed to each company. Rekindle the spark of interest they once had in *The Watchtower*, and demonstrate its practical benefits for them. Also, be sure to remember those who subscribed during the early months of the campaign. Visit them. Aid them to understand and study *The Watchtower*. Help them to realize that *The Watchtower* is "meat in due season" for them.

Follow Up Memorial Week-End Activity

The Memorial week-end should give an enthusiastic impetus to all our April activities, setting the stage for a new peak in publishers. No doubt then many new ones will be assisted into the field, and also many more will eagerly participate during the remainder of the month, if given the proper encouragement and loving assistance by zealous publishers. Remember not to neglect these once they start publishing, but continue to work with them and assist them until they become regular "announcers", able to bear their own burdens. As they engage in field service, encourage them to report their activity. Also visit delinquent publishers, infirm and sick ones to obtain their reports of time spent in preaching.

Our goal is 100,000 publishers by convention time, announcing Messiah's presence. We have already reached the 96,000 mark, so the desired quota is by no means an impossibility. It can be reached if we do not relax in our service. If all publishers are diligent and regularly report the time profitably spent in preaching, both "in season" and "out of season", a great stride will be made toward reaching a new peak and our goal of 100,000.

Public Meetings Aid in Announcing

Another very effective means of announcing Messiah's presence is through public meetings. The new series should now be under way, and will undoubtedly give renewed force to this feature of service. Brand-new subjects! What striking titles! "It Is High Time to Awake!" "Have Christendom's Religions Failed?" "Hell Used as a Scare." What vital, absorbing issues! "The Pathway to Peace," "Who Is Your God?" "Preserving Godliness amid World Delinquency." What comfort and assurance! "The Truth Shall Make You Free," "Surviving Global War." Yes, what a joy it will be to announce such good news.

True, for these talks to fulfill our expectations, those assigned to deliver them must make proper advance preparation. Their real success, however, will depend on the energetic support of each publisher. The company servant, together with the advertising servant, should ascertain the number of handbills needed for the company and order accordingly. The wide distribution of leaflets plays an important part in announcing and advertising. Advertise, too, by inviting your back-calls and home Bible studies. Are you doing your part?

Once you have advertised, then attend the public meeting and show genuine interest in the strangers present. Help them to further understand and appreciate the truths they have heard, by discussing with them any question they may have and by arranging to call on them at their homes at some convenient time.

Let us bring this, the twelfth *Watchtower* campaign, to a climactic close. The prospects are bright. Memorial week-end has set the stage, and by further zealous endeavor, making the most of our opportunities, the way will be opened for new peaks and countless joys and blessings. So forward! announcing Messiah's presence.

Pioneering, a Work with a Future

Are You Arranging Your Affairs to Be One?

Watchtower Article to Be Considered at Service Meetings

Consider, if you will, representative types of work in which you might engage. After each put down the brightest future you might expect to result from devoting all of your ability and energy to it. You may find on your list such things as wealth and ease, social position, security or fame; perhaps even the satisfaction of benefiting humankind to some degree by discovery or invention.

Now record the future prospects that pioneer service holds out to those who diligently strive to succeed therein. These will include "the joy of the Lord", the full satisfaction of really aiding your fellow creatures to lasting benefits, countless blessings from the hand of a provident Creator both in richness of life and sufficient to meet present physical needs, a new world full of bounties just ahead and, best of all, for those who maintain integrity, everlasting life!

Study your lists and thoughtfully make comparison. Do you honestly feel that the transient rewards of any secular position can in anywise compare with those of the pioneer work? Or, are they as sure of fulfillment? Why, it even seems a waste of time to make the comparison! Truly, the pioneer work is the work with a future!

The Pioneer Service Is for All

Surely you, like all other conscientious servants of God, have considered more than once these blessings that accompany pioneer service; but then you have dismissed the prospects from your mind. True, pioneering presents remarkable opportunities for others, but it cannot be for you, you conclude. You have good reasons. Well, list your reasons or excuses. Consider each one. Then know for a certainty that whatever your hindrance may be, there is somebody on the pioneer list who has overcome that same problem. If one can overcome it, doesn't it seem possible that by placing complete faith in Jehovah you too can overcome it?

Now is the time for each servant of God to carefully and prayerfully consider his own circumstances, and work toward the goal of entering the pioneer service. Many who have already been planning and working toward that end will be able to send for an application immediately and enjoy the added blessings of attending the 1950 convention as a pioneer. But do not let inability to begin before the convention move you to "put off" pioneer service into the indefinite future. Send for your application anyway, fill it in and return it, letting us know what month you wish to start; whether immediately, or soon after the convention. Then you will be able to begin at the time you have planned, without delay.

Some may wish to sign up for the pioneer work while at the convention. In that case, it would be wise to bring with you the letter of recommendation from the company servant, which must accompany all pioneer applications. Then your application can be considered without unnecessary and time-consuming correspondence.

Vacation Pioneering

A large number of those now enjoying full-time service have been at one time or other vacation pioneers. This in itself proves that vacation pioneering is the best possible way for children to spend their vacation days, for, by busying themselves in Kingdom service, they grow in appreciation of their responsibility to Jehovah and are protected from undue influence by the world. But vacation pioneer service is not restricted to young people alone. Anyone who can remain in the pioneer work for at least two months at any time of the year and who can meet the necessary requirements of having been immersed and a publisher for six months can qualify for vacation pioneering. For the past two years we have had new peaks in the number who have enjoyed this service. This summer may we not hope to exceed last year's 832 vacation pioneers?

"Watchtower" Stresses Pioneering

So important is pioneering now to the welfare of the servants of God and to the expansion of gospel-preaching that *The Watchtower* has devoted the April 1, 1950, issue to this subject. The second article of this issue, entitled "More and More Pioneers of Good News", because of its service theme, will be considered at the service meetings instead of at the regular *Watchtower* study. It will be taken up during the last three service meetings in April, by questions and answers in the same manner in which *The Watchtower* is customarily studied. Not more than thirty minutes should be spent on each of these studies, which will be apportioned to cover paragraphs 1-10 at the first meeting, paragraphs 11-21 at the second and paragraphs 22-31 at the last.

All publishers should make every effort to be present at each of these service meetings, to benefit from these studies. Careful study of the article beforehand and enthusiastic participation will enhance the value of the material to you.

Remember, then, pioneering isn't only for somebody else. Pioneering is also for you. Make your decision now to be a pioneer, and plan for the future. Send for an application blank, fill it out, and return it with a letter of recommendation from the company servant. Then, at the time you have decided upon, enter the pioneer service, the work with a lasting future.

Singing the Taunt-Song Against Satan

Public Meeting Work to Be Intensified

Offer for May Features Three Bound Books

While men and nations continue to sing this old world's praises and to extol its god, Jehovah issues a command to His servants: "You shall raise this taunt-song against the king of Babylon, crying: How the tyrant is hushed!" (Isa. 14:4, *Moffatt*) This taunt-song was not composed for the benefit of Satan and his irreformable world organization. Rather, it is for the long-time victims of this powerful tyrant, vast numbers of whom doubt that he even exists. For these enslaved ones the lyrics were composed, for they give a note of hope and assurance of liberation.

Join the Taunt Singers During May

During the month of May you are invited to join in the chorus of joyful singers. People of good-will everywhere will rejoice at the sound of the melody of truth that will be on the lips of Jehovah's witnesses. This refreshing message will be brought to the people in the form of the books "*Let God Be True*", "*The Kingdom Is at Hand*" and "*The Truth Shall Make You Free*", all on a contribution of $1.00.

In accordance with our lessons on "Argumentation" and "Presenting the Gospel at the Doors", found in *Theocratic Aid to Kingdom Publishers*, many methods of presenting the above books can be developed. For example, in the chapter entitled "Satan the Devil", in "*Let God Be True*", it is pointed out that 'the whole world lies in the power of the evil one'. From this it can be shown that the only hope for mankind lies in the righteous rule of God's kingdom by Christ Jesus. Literally hundreds more presentations can be found by alert publishers in the three books offered during May.

Will you be one of the thousands of singers of the taunt-song against Satan during May? Are you preparing suitable and varied presentations so that your voice will be effectively added to the growing chorus world-wide? Surely your answer will be a ringing *yes!* Let your conviction of the truthfulness of the taunt-song be shown by your regularity and zeal in Jehovah's service. Out of love help others to harmoniously blend their voices with yours.

All Avenues of Service Open

Singers of the taunt-song rejoice that all features of the witness work can be engaged in during May. Set a goal to participate in every type of work arranged for by your local company. This should include house-to-house witnessing, back-call activity and conducting home Bible studies. Magazine Day should not be overlooked, for with the arrival of warmer weather more stress can be placed on this branch of service.

Our theater of song can be extended to include outdoor public meetings in parks, bandstands, vacant lots, private lawns, etc. Appropriately, the Society has arranged new lectures that will edify the brethren as well as the "stranger". Intensified public meeting activity will automatically cause improvement in other features of service. With such abundant opportunities, are you planning to take advantage of them?

The company servant, together with the stock servant, should check to see that there is sufficient literature available. The territory servant should line up for group witnessing those sections of territory not covered during the winter. In many companies this will include rural and outlying sections where public meetings can be held. Practical service meetings on presenting the offer of the month, calling back on *Watchtower* subscribers and welcoming new interest at public meetings should be thoughtfully planned by the company servant.

Everyone consecrated to Jehovah should prepare now, not only to add his own voice to the chorus of singers, but to aid the new and inexperienced publishers as well. Let each one endeavor to assist at least one person to be an active and regular singer of Kingdom truth during May. Thus, by all working together, the anthem will grow in volume to the delight of those of good-will and to the chagrin of Satan, who will be hushed at Armageddon.

Memorial Report

Immediately after the public meeting following the Memorial, company servants will please fill out and return the Memorial Report Card sent with the March *Informant*. This should be done by each company whether any public meeting was held or not, so that the Society will have a complete Memorial report. Isolated groups which hold their own Memorial service because of inability to meet with a company should report the following on a postcard: total Memorial attendance; total partakers of emblems: total attendance at public meeting on Sunday following Memorial, if any.

New Public Talk for Circuit Servants

Following May 1, 1950, the circuit servants will deliver the new public talk "True Riches—How Obtained?" when they visit the companies in their circuits. All will begin delivering this talk at the same time, even though in some instances the previous talk may not have been given at every company in the circuit. All advertising material should be ordered accordingly.

Pioneer Assignment Cards

Assignment cards held by pioneers should always coincide with the territory in which they are working. This is not always the case at present, for different reasons. In some instances the name of the company or unit may have been changed, because of a shift in the location of the company headquarters or the formation of new units. Hence, even though the pioneer is still working in the same general territory or with the same group, his card may not agree with the official name of the unit or company. Other pioneers may have started to work with other companies, overlooking the necessity of being assigned to that territory by the Society.

It is therefore requested that all pioneers immediately check their assignment cards. If the card does not show the name of the company you are now with, please return the card to the Society immediately and request an up-to-date assignment card. Be sure to state where you wish to be assigned to avoid unnecessary correspondence. Circuit servants can assist in this respect by emphasizing this point at the time of the pioneer interview.

Turning in the Report

Reports of All Preaching Activity to Be Made

Jehovah gives his people the opportunity both to manifest love for him and to encourage their brethren by allowing them to report Kingdom service activity. Love for Jehovah is shown by following the example he set, and, since compiled service reports make known the great amount of praise being rendered to Jehovah's name, the results are a real source of encouragement to all.

Sometimes a publisher is heard to say, "Why should I report? The Lord knows what I am doing." To be sure, he does. Each time that we obediently open our lips to praise him he is aware of it, and he is pleased with this acceptable sacrifice. But God also knew what "the man with the writer's inkhorn" had done. Nevertheless, God commanded him to report the matter, and this he obediently did. This example, recorded at Ezekiel 9:11, shows the propriety of reporting after the work is done.

Furthermore, many reports were made by the Creator himself. He recorded in remarkable detail events from creation to the ultimate destruction of wickedness, and coming Kingdom blessings for those who now obey. His report is a loving provision for the comfort of all who love him.

Our present-day reports are also a source of great joy. Thereby we have seen the thrilling expansion in number of publishers and in the work accomplished. Have you not enjoyed the reports that appear annually in the *Yearbook?* And are you not overjoyed to learn of the new publisher peaks, such as the one reported in this *Informant?* How true the words of the wise man, "A good report maketh the bones fat"! Such increases are known only because *individuals* reported; so the Society requests all brethren to regularly report all Kingdom service.

Time can be counted not only for conventional preaching from house to house, on back-calls and Bible studies, in magazine work, etc., but also for all incidental preaching. Much time is spent witnessing to neighbors, salesmen and friends during lunch, on busses, over the telephone, etc. Time spent in any of these ways should be reported.

To keep accurate count of these few minutes of witnessing, publishers might carry a small notebook or card on which to jot them down as they preach. When an hour or more is accumulated, at the end of the month it should be totaled and reported. Shut-ins who must do all their witnessing at home should be aided in reporting.

Jehovah God has graciously provided a way for all who love him to enjoy a part in singing his praises in these last days. Let all diligent servants of Jehovah do well the preaching work he has assigned them and then promptly turn in their report.

Public Meeting Preparation

As pointed out elsewhere in this *Informant*, arrangements should soon be under way for public meetings out-of-doors and in outlying sections; so begin now to obtain suitable locations for your summer public lecture series.

A printed letter of instructions and pertinent printed legal decisions to aid those who require advice in applying for use of public parks are available upon request. A similar letter and decisions are also available to aid you in securing use of school auditoriums. Write to the Society's Legal Office at 124 Columbia Heights, Brooklyn 2, N. Y.

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.
Sp'l Pios.	288	134.8	57.9	8.4
Gen. Pios.	4,720	88.8	33.5	5.7
Co. Pubs	90,993	8.7	3.4	.6
Total Pubs.	96,001			
Public Meetings Held:		5,986		

Midway Subscription Report

During January and February, United States publishers obtained 88,842 new *Watchtower* and *Awake!* subscriptions. This is well above the 82,648 obtained during the same period last year and only 1,158 subscriptions below half the campaign quota of 180,000. Continue the good work! Remember, April is our big month, by Jehovah's grace!

Bethel Applications

Recently a number of brothers were invited to come to Bethel and Kingdom Farm because they had filed applications some time ago. But now their circumstances are changed, so they found it impossible to accept the invitation.

In order to keep the Bethel application file up to date, all Bethel applications now on hand at Brooklyn will be canceled as of April 1. Those who have had applications on file for some time and who wish to keep their names on file must make new applications. Those who have not previously applied for Bethel service may do so now, if they wish.

Single men and women between the ages of 18 and 35 may qualify for Bethel service. They must be in good health and seriously interested in permanent full-time service. Another requirement is that each person must have been consecrated and active in the service for a full year. Pioneers and company publishers may apply.

Send requests for application blanks to: President's Office, 124 Columbia Heights, Brooklyn 2, New York.

When blanks are filled out and returned to the President's Office, they will be put on file for consideration when openings occur for additional servants at Bethel.

Publications Now in Stock

"*Equipped for Every Good Work*" —Danish

"*The Prince of Peace*" —Danish

Marvelous Expansion Continues with February Peak!

	Total Pubs.		Total Pubs.	Increase over Prev. Yr.		Total Pubs.	Increase over Prev. Yr.
Dec. '47	69,487	Dec. '48	77,934	8,447	Dec. '49	95,086	17,152
Jan. '48	66,589	Jan. '49	78,971	12,382	Jan. '50	95,292	16,321
Feb. '48	66,840	Feb. '49	80,075	13,235	Feb. '50	96,001	15,926

Four publisher peaks, three in a row, close first half of service year! Chart above reveals remarkable winter-month expansion over past three years. Now only 4,000 publishers needed to pass the 100,000 hoped-for peak in the U. S. A.

INFORMANT

MAY, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

100,717 Publishers in the U.S. in March!

April 17, 1950

Dear fellow Publishers:

It is with deep gratitude to Jehovah that we express ourselves concerning his goodness. All of you publishers in the field have done marvelously in aiding people of good-will to learn the truth. Not only that, you have helped them to preach the Word. The "other sheep" are joining us in showing their appreciation to God for learning the way of eternal life. We rejoice with them. They are making expression of their thankfulness in their reports from Africa, Asia, South America, Europe, and everywhere by preaching the Word. You have planted and watered. Now Jehovah gives the increase.

From the ends of the earth reports for March are coming in to my office telling of new peaks in publishers. In the United States alone we had 100,717 publishers in March. What a privilege it will be for these to greet many of their fellow publishers from different parts of the world at the 1950 assembly!

The preachers of the Word in New York city itself feel their responsibility greatly and are trying to help every interested person to have a share in announcing the King and Kingdom. The 26 units of the New York Company of Jehovah's witnesses had a peak of 3,366 in March. Beginning with the first day of April, all the publishers tried to help one another to get out in the field during April; and I learned this morning that the 26 units in New York city had 3,904 publishers preaching in the first 16 days of the month. It is marvelous in our eyes how the Lord is raising up more willing hearts and minds to aid in convention work and how the New York publishers are also reaping the results of their planting work of previous weeks and months.

If this New York report is any indication of what is happening throughout the earth, all of us will be eager to know what the final report for the world will be in April. Celebrating the Lord's death on April 1 got us off to a good start in the United States: 144,215 persons attended, to compare with last year's 129,025.

What a joy to be in a unit. a company, a country, this earth, singing the praises of the Most High in these days and sharing in the great expansion that is going on now by Jehovah's grace world-wide. Of all people, we are glad to be alive, and we are grateful that Jehovah has allowed us to remain and has held off the day of final destruction of this old world so we can preach to more people. We will, by God's grace, increase our joy and continue to preach the Word with patience as long as Jehovah wants that work done, standing shoulder to shoulder in his Theocratic organization.

With much love and best wishes to all of you, I am,
Your brother and servant,

N. H. Knorr

Singing the Taunt-Song Against Satan

Offer for the Month: Three Bound Books

True to his promise, Jehovah has provided the Seed to crush Satan the Devil. This Seed, the Messiah, has already received the command from Jehovah to rule in the midst of his enemies and has cast the wicked spirit foes down from the heavens. The year 1914 marked the time of this setback in Satan's ambitious pursuit of power, and since this time Jehovah's witnesses have zealously heralded his falling and ultimate death with Jehovah's song of taunt. "You shall raise this taunt-song against the King of Babylon, crying: How the tyrant is hushed."—Isaiah 14:4, *Moffatt.*

One purpose in making this taunt-song audible world-wide is to help persons in slavery to this wicked tyrant realize the futility of continued service to him and his organization, then to "come out of her, my people", and join in the singing of the taunt-song.

To aid these people, we shall add all the volume we can to the song during May. The three books *"Let God Be True"*, *"The Kingdom Is at Hand"* and *"The Truth Shall Make You Free"*, or any other three books which you may have in stock, will be offered for a $1.00 contribution.

Sing the Song Regularly and Effectively

These publications contain the necessary information, for one to learn the truth. This can be testified to by the many who have studied them and know their effectiveness in a study of the Bible. But how shall we show the people we meet in the field that the books we present are essential to them? How shall we demonstrate that they are books really different from the millions turned out by the different publishing houses of the world?

Of the many, note the following thoughts. *"The Truth Shall Make You Free"* contains: The Bible's account of creation, the count of time, how the Bible was produced, "seven times" explained, glimpses of the new earth under the thousand-year reign. In *"The Kingdom Is at Hand":* Christ proved to be the Messiah-King by lineage and actual account of ministry, full history of the typical kingdom and the Kingdom's establishment in reality, ample evidence that Christ's reign began in 1914. In *"Let God Be True":* Consideration of major doctrinal points, how God views present efforts of Jews in Palestine, and how one can really practice true worship. Equally interesting points can be found in the other books which you may include in the offer.

Surely each one of the Lord's servants can present the offer effectively by reviewing these and the many other points, both individually and by observing closely the demonstrations at the service meeting. Here the company, through its servants, should make sure well-planned demonstrations are scheduled early in the month and throughout the campaign.

Rural Work with Public Meetings

May brings warmer weather and the opportunity to expand our singing activity into the rurals. By a systematic arrangement all of the rural territory of the company can be covered thoroughly with the Kingdom message. Just consider the ways this can be done. A particular area, preferably that surrounding a small village or rural community in the territory, can be selected, and a group of publishers assigned to concentrate on this by a house-to-house coverage, presenting the offer and advertising the public talk. This can be given in the local community hall, schoolhouse or even outside in a park, on a lawn or other accessible ground.

Remember, too, that where it is inadvisable to hold a complete series of talks you may arrange for two or even one, depending on the circumstances or the available halls, etc. Conduct a campaign in one area with the public meetings while the territory is being covered, and then move on to another one. Interested persons found should be revisited and fed regularly.

Servants should plan now for an organized coverage of the rurals during the spring and summer months. In larger companies two or more groups can be arranged for rural campaigns. When going into the rurals the groups should arrange to spend a full day in the service.

With so many ways of swelling the taunt-song against Satan in May, certainly none of Jehovah's servants will neglect to add their voices to the chorus of singers. Satan has about had his day; he is reaching the summit of his ambitious climb to rival the Most High, and this enslaving tyrant is doomed to certain destruction in this generation. With this truth ringing out world-wide, many, many persons now in slavery to Satan will begin now to serve Jehovah, before Satan's destruction along with all who refuse to take up the taunt-song.

Request Convention Rooms Early

Trailer Camp Unlikely

All of the Lord's servants are now keenly looking forward to the international convention scheduled for July 30 to August 6, 1950. Since you have made up your mind to attend the assembly, one of the questions of prime interest to you is, "Where am I going to stay while in New York?" Now is the time to attend to this matter, and to assist you the Society is mailing, with this *Informant*, the Room Request Forms which you have been waiting for. Additional copies may be had by company servants upon request.

Instructions have been prepared by the Society to help you provide all the pertinent information required by the Convention Committee to facilitate assignment. Therefore, study thoroughly the instructions attached to the forms at your next service meeting. It will be much better to fill out the form CAREFULLY and COMPLETELY than to write letters endeavoring to describe accommodations you wish.

It would be well to mail the Room Request Forms as soon as possible to WATCHTOWER CONVENTION, 557 West 157th St., New York 32, N. Y. This will advise the committee of the number of rooms necessary. Be sure to designate whether you want accommodations in private homes or in hotels. This time there is a good supply of hotel rooms and they will be assigned as long as they last. None are within walking distance of the convention grounds, so subways must be used. The hotel rooms will be a little higher priced than in other cities. Bear in mind, too, that there is no overnight parking permitted on streets in most hotel areas, and it will cost an additional $1.50 to $2.00 a night to put your car in a hotel garage or in a parking lot.

Up to this time we have not found a suitable place for a trailer camp, and it is doubtful that one can be located within twenty-five miles of New York city. If any location is found you will be notified later, but do not plan on a trailer camp.

Accept Rooms Assigned

Even though thousands of hours will be required to obtain the necessary additional rooms in private homes, the publishers of the New York area are happy to do this on behalf of their visiting brethren. When such rooms are assigned they should be accepted. Do not ask for a room in a private home "just to be safe", with the intention of looking for something better when you arrive. The majority of the brethren do accept the rooms assigned and experience many blessings in witnessing to the people of good-

(Continued on page 2, column 1)

"Living Up to the Name" Testimony Period

Organize June Work to Magnify Creator

Three-Bound-Book Offer to Continue

"Ye are my witnesses, saith Jehovah, and my servant whom I have chosen." (Isa. 43:10, *Am. Stan. Ver.*) What a wealth of meaning lies in those few words! Thereby the world is made to know that the Creator of the universe has chosen servants from among men and has honored them by placing his name upon them. As a result, great responsibility rests upon these servants. It means that their actions must at all times reflect the dignity and purity of the name they bear, and it means that they must be witnesses of Jehovah and his purposes *in fact*.

During June those favored with the name of Jehovah's witnesses will continue to present three bound books on a contribution of $1. Having presented the same offer during May, all should now be organized for especially efficient action. If results fell below expectations during May it would be well to try to determine why, and then seek to improve.

For example, one might ask himself, "Am I engaging in essential door-to-door work to the extent that I should to make placements and to contact people of good-will? Can my presentation be improved? Have I really tried to put into practice new suggestions brought out in service meetings, or am I clinging to the same old way which has not proved very effective?" To live up to the name requires alertness and progressiveness. Make June a month of progress in your personal ministry.

Back-Calls Play Important Role

Jehovah is the great Shepherd, and those that live up to the name as his witnesses must see that the "sheep" are fed. So organize the back-call work during June, with each discharging his personal responsibility of calling back on those who took literature in May, and with companies distributing the expired subscription slips sent out by the Society, so that they may be called on promptly. Undoubtedly many of these former subscribers will be glad to have *The Watchtower* or *Awake!* come to them regularly, but have neglected to take care of the matter themselves, or they may require assistance to realize the full value of the magazines. Back-calls are important, and those who accept the name should not fail to follow up their door-to-door ministry.

There is nothing haphazard about Jehovah and his manner of accomplishing things. He furnishes us now with instructions so that we may also work in an organized manner. Let us, then, carefully plan our service for June, so that we may perform our work harmoniously and in a manner befitting his name.

(*Continued from page 1, column 4*)

will with whom they stay. But if one fails to show up for his room, that particular householder considers all of Jehovah's witnesses inconsiderate and irresponsible.

Landladies frequently go to considerable trouble to furnish us with rooms: postpone or shorten their own vacations, move members of the family to other rooms, spend money cleaning and painting. Furthermore, they are notified by the Convention Committee of the time you will arrive. They expect you then, and some even sit up late at night so as to welcome the witnesses assigned to stay with them. Hence, if something comes up to change the time you will arrive or to make it impossible for you to come, it is only fair to notify your landlady, even as you would a relative or a friend you were going to visit.

Remember, it is primarily in the homes where a witness will be given. Take advantage of this opportunity and see what can be accomplished. Obtain a favorable reaction as the result of proper conduct and conversation and by going to the rooms assigned you. If you want to look for your own rooms when you get to New York you may do so, but if you ask the Convention Committee to get you a room please take it.

Volunteer Service

Considerable work will be required in getting rooms and preparing for the convention; however, *the Society requests that only those brethren who receive official notice to proceed to New York ahead of time do so.* Others, of course, will remain in their respective assignments until the time of the convention, caring for the good-will interest and preparing to attend the convention.

Most of the work will be required a day or two ahead of the convention and during the convention itself. In order to know who will be willing to share in this Theocratic service, Volunteer Service forms have also been included with this *Informant*. Please fill these out *completely*, denoting the type of work in which you are apt or with which you have had previous experience. Turn these slips in to the company servant, who in turn should check them over and then mail them to the WATCHTOWER CONVENTION COMMITTEE, 557 West 157th St., New York 32, N. Y. There will be a volunteer service booth at the convention for others who wish to apply then.

Since indications are that all available rooms in New York will be filled by those who come to the convention, your best prospects of obtaining accommodations are through the Convention Committee. It is urged, therefore, that you write *early* for your rooming accommodations, and at the same time let the Convention Committee know what type of work you prefer to do while at the convention by volunteering NOW.

MEMORIAL REPORT	
Memorial Attendance	144,215
Number of Partakers	9,806
Public Meetings Held	1,979
Public Meeting Attendance	97,633

Pioneer Letter

With this *Informant* the Society is sending a letter relative to the pioneer privileges. These should be distributed along with the *Informant*, so that each publisher will have a copy for personal study.

Owing to the importance of the matter of pioneering, the Society suggests that time be set aside on a service meeting early in May to give further consideration to the contents of this letter, either by question and answer or discussion by one or more competent brethren.

Information on Convention Travel

Transportation Circular Provided

For many months the Society's Convention Transportation Desk has been gathering information and making arrangements for brethren to travel to the 1950 international convention. New world servants world-wide will assemble in New York city July 30-August 6 to enjoy the "feast of fat things" Jehovah has prepared for his servants in these last days, to strengthen and encourage them for the battle yet ahead. Less than three short months from now the convention starts! Have you arranged for your transportation?

To aid you in your travel arrangements the Society is sending with the May *Informant* a transportation circular, which contains valuable travel information. One copy of the circular should be put on the company information board and one copy given to each family of publishers. Companies who have extra copies may give them to people of good-will planning to attend the convention. If your company does not have extra copies and you know of individuals planning to attend the convention, be sure to discuss the information contained in the circular with them.

The information contained in the circular should be considered individually and in group study. At the first or second service meeting in May time should be allowed for consideration of *all* written material and the special train information relative to the local company. The circular will be considered again at the first service meeting in July, so the brethren will have a clear picture of travel before leaving for the convention. Local transportation servants should be thoroughly familiar with all information contained in the circular and local arrangements, so that maximum assistance can be rendered to the brethren. Where no transportation servant has been appointed, the company committee should designate someone for this service.

Arrange for an Early Arrival

The Society encourages all who possibly can, whether traveling by auto, bus, regular train, airplane, or other means, to arrive in New York city the morning of July 29. This will afford an opportunity to find rooms during daylight hours, to get acquainted with surroundings and to have a full night's rest in order to be ready to receive full benefit from the 8-day feast. The Bethel home and factory will be closed during the convention, but both will be open for brethren to visit from Monday, August 7, on. Brethren desiring to see these places can arrange for departure on Tuesday, August 8.

Purchasing Special Train Tickets

After making a careful study of the circular and selecting the special train serving your area, those desiring to ride special trains may purchase railroad tickets. Be sure to have your ticket routed over the railroad(s) to be used by the special train en route to and from New York. Local transportation servants will assist you in this and check ticket routing carefully before sending the ticket *number* to the point of special train origin for reservations. State clearly whether round-trip or one-way reservations are desired. If one way, state whether it is for the going or return trip. In the event you must change your arrangements after receiving an assignment card, return your card to the local transportation servant. He will send it to the point of origin for cancellation.

Tickets must be purchased and special train assignment cards requested by July 10. When purchasing your ticket do not neglect having your ticket pre-dated, as outlined in paragraph 14 of the transportation circular. Purchase your ticket and request your seat assignment at the earliest possible date, so that the transportation servant at the point of origin will know how much equipment to order for the train. Orders must be placed early, as rail travel is very heavy during summer months. The railroads involved state this will be one of the largest, if not the largest, single rail transportation move ever. Full cooperation of all brethren and transportation servants is needed to assure coordinated moves. If you are going to travel by regular train, make your reservations at an early date.

Most of the special train stops are listed in the circular, but no departure time is given other than for the point of special train origin. When you request your assignment card, the transportation servant at the point of origin will inform you what time the special train departs from the point you want to join it, and will give you any other information he has relative to the move.

If you are in doubt relative to your travel after carefully considering the circular, do not fail to contact your local transportation servant. Questions he is unable to answer will be forwarded to Watchtower Convention Transportation at the address shown for your special train, or to the Society's Convention Transportation Desk in Brooklyn.

Publications Now in Stock

"Be Glad, Ye Nations" —Swedish
Hope —Swedish
Permanent Governor of All Nations —Swedish

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

March Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	338	137.5	58.3	7.8
Gen. Pios.	4,716	90.3	35.8	6.0
Co. Pubs.	95,663	9.2	3.6	.6
Total Pubs.	100,717			

Public Meetings Held: 5,058

Gifts and Wills

It is only natural that servants of God do not wish others to dictate what shall be done with their material possessions in the event of death. Not for the purpose of solicitation, but to answer your many questions relative to disposition of property, the Society's legal counsel has prepared a *Memorandum on Gifts and Wills*, which is available to those who make request for it.

In writing the Society concerning gifts and wills, please give the full details of your problem, and the Society's legal counsel will be glad to furnish whatever additional information may be required, along with a copy of the *Memorandum*. Address your inquiries to the Legal Office at 124 Columbia Heights, Brooklyn 2, N. Y.

INFORMANT

JUNE, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

"Living Up to the Name" Testimony Period

Offer of Three Books Continued

Advertise the International Assembly

One of the things that particularly identifies the Lord's consecrated servants today is the name they bear as Jehovah's witnesses. What a lofty privilege it is for insignificant man to bear the majestic name of the glorious Creator who alone is Jehovah! Those that accept the name, however, must also accept the responsibility that such a privilege places upon them. They cannot be witnesses in *name* only; they must live up to the name.—Isa. 43:10, *A. S. V.*

How do Jehovah's witnesses live up to the name? By living exemplary Christian lives, which are built around concentrated activity in field service. Out on the busy streets and to the homes they go, praising Jehovah and magnifying his name before all who will hear. While in this service of the King they deport themselves as befitting ambassadors of his heavenly kingdom. Their speech at the doors is pleasant, graced with good things about Jehovah. Their conduct in the homes is irreproachable so as not to stigmatize or cast reflection on his holy name and cause some to stumble. In all their service they display Theocratic tact and the attributes of the God they worship.

During June part of living up to the name will be offering to the people three bound books on a contribution of $1.00. In most cases the three latest books will be used, but any of the campaign volumes in stock may be presented. Demonstrations should be planned around the literature you will be using. The value of these various publications cannot be overstated, for they make known the name of Jehovah, how to serve him and live up to his name. Isn't this the people's greatest need?

There are yet thousands of good-will persons who will accept Jehovah's name. Before these can live up to the name they must be found and instructed. A house-to-house search must be made for them. In view of this we cannot ignore this important feature of service. These initial contacts furnish the basis for by far the majority of our future back-calls and home Bible studies. Those living up to the name should make it a point to engage regularly in the house-to-house activity; and group witnessing for this purpose should be arranged from the company book-study locations and the Kingdom Hall.

Stress Back-Calls and Talk Convention

As you extol Jehovah's name in your door-to-door witnessing be sure to make a record of all placements and where interested ones live. Not only should you inform these prospective praisers that you will return, but keep your word and call back. Jehovah is a dependable God; those living up to his name must likewise show dependability as well as patience and loving consideration toward interested ones. The sheeplike ones who invite you into their homes look to you as a minister of God. Their future progress will be influenced by the example you set for them.

The international assembly in New York city will make an excellent talking point on your back-calls and Bible studies. Review past assemblies for them. Whet their appetites for these joyous spiritual feasts which Jehovah serves to those bearing his name. Though the Society does not have any in stock, it may be that publishers have personal copies of *The Messenger* from previous conventions, which can be reviewed to arouse interest for this grand event. Many of them will desire to attend, and there is yet time for them to make plans. Perhaps they can be assisted in this regard.

Also, let us not neglect to call on the regular subscribers to the *Watchtower* and *Awake!* magazines. Keep their interest alive, and aid them to renew their subscription before it expires. Expiration slips for those subscriptions which do expire will, of course, provide an additional source of back-calls, and you should continue to contact these as their names are sent to your company. Since assemblies play such a vital part in magnifying Jehovah's name, an enthusiastic discussion about the international convention may be just the stimulus needed to reawaken interest in *The Watchtower* or *Awake!* and in the Kingdom. Make the most of these opportunities.

Live Up to the Name at All Times

Living up to the name is not restricted to our direct service activities. It extends further than that. It is a full-time obligation. Though field service reports show that publishers, on the average, spend less than one hour each day in actual preaching, we, nevertheless, bear Jehovah's name all day long. This means, then, that our daily lives must be a living testimony exalting Jehovah's greatness. In our dealings with this world we must reflect all the dignity and superlative qualities that his name stands for. We are 'a spectacle to men and angels', and our course of action will commend to others the wisdom of serving Jehovah and living up to his name. How necessary, then, to keep the name of Jehovah always before those of the world as well as those upon whom we regularly call. In this way we will be living up to the name, Jehovah will be the prominent one, and sincere efforts will be blessed indeed.

Remember, bearing Jehovah's name is the grandest privilege any human creature can have conferred upon him. It is also a serious responsibility, a twenty-four-hours-a-day job, requiring all of our time and attention. With all publishers in each company uniting their efforts and working closely together, a tremendous witness can be accomplished. So hold on to your privileged position as Jehovah's witnesses and rejoice in the blessings reserved for those who are truly living up to the name.

Advance Convention Preparations Begin

President Opens Rooming Work

On Saturday night, May 13, at St. Nicholas Arena, in the heart of New York city, 4,837 publishers from the city and surrounding companies assembled together to discuss their share in the 1950 International Convention. Gladly and with great enthusiasm they accepted the role of hosts. Up until the time of that meeting they had been looking ahead, but with it came a first taste of the convention itself. The president of the Society, Brother Knorr, opened the meeting, describing the program to be accomplished and showing the responsibilities of it all upon the local publishers. Instructions were given as to how to select rooming accommodations, what to look for and how to eliminate the undesirable ones.

Since there is very little hope of a trailer camp's being established, many more rooms in private homes will have to be found. It is true there are many more hotels in New York city than in other cities, but most of the hotels are keeping permanent guests and not so many rooms are available. The Convention Bureau helped by having its member hotels pledge rooms, and so at the time of the meeting there were 8,700 rooms pledged for convention use, which might accommodate approximately 20,000 people. More rooms will be obtained from other hotels in the city, but the majority of the conventioners will be housed in private homes. That will be a good thing, too, for it is in the homes of the people that impressions are made and a witness is given.

The report of the Convention Committee showed that a few thousand room request forms had been received and that the mails were pouring in with hundreds more. It will be a help to the Committee to have the room request forms early, so the *Informant* here reminds all to send in room request forms as soon as possible.

An outline of the convention departments is being drawn up, and the volunteer service applications have come in handy in this work. Now is the time to lay the foundations of a smooth-working convention organization. Let us know what you can do to help. If you have not sent your company's forms in, please mail them soon.

We also learned that approximately two thousand brethren are listed as coming from countries outside of the United States and Canada, from all corners of the earth. More than fifty countries and islands of the sea will be represented at the New York convention.

This year it will not be necessary to call in hundreds of pioneers months in advance for the pre-convention work, because the publishers of Greater New York are taking on the work. They are a joyful lot. Yes, the convention spirit is really evident in New York city. If you ask the publishers here, this is what they'll tell you: "We're getting everything ready for you. Be sure to come. Be here all eight days, and don't miss any part of the convention."

108,144 Publishers in April! 5th Consecutive Peak!

Once again Jehovah has accomplished the seemingly impossible through his devoted servants. Who would have dreamed that an even greater increase would follow so closely on the heels of March's outstanding peak? Truly, Jehovah is doing great things for his people. Think of it; an increase of 12,143 in only two months!

This remarkable growth has called for strenuous and consistent effort. Servants, individual publishers and pioneers have all had to plan, assist and work hard. But it has been worth the added effort, hasn't it? Do you think we should stop now? Or should we strive for even higher goals?

Certainly, we all hope for further increases; none want to drop back now. And how can we keep up this healthy progress? Keep pace with the Theocracy! Its triumphant forward march will continue until the whole earth rings with praise to Jehovah! There can be no decrease if each publisher will keep in step, "preach the word" regularly each month and aid another who is not as strong. We, his servants, sow and water, and to show his approval "Jehovah gives the increase".

UNITED STATES QUOTA FOR 1950

91,254 Publishers

Monthly Field Service Report

April Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	336	132.6	57.0	8.0
Gen. Pios.	4,854	90.3	33.9	5.8
Co. Pubs.	102,954	9.6	3.4	.5
Total Pubs.	108,144			

Public Meetings Held: 9,432

"Pay God What Belongs to God"

Plan on Being a Regular Publisher

July Offer to Feature One Bound Book

Jehovah God created the universe and every living thing in it. Therefore, everything in the universe belongs to Jehovah. That means that we, then, as human creatures, are a part of his possession, and everything that we have and enjoy belongs to him. In appreciation of this fact, we have indicated our love to Jehovah by making a vow of consecration and offering our lives and everything we possess in unselfish service to him. "Caesars" of this world, under the influencing power of Satan, try to encroach upon or even demand that we not keep this vow. Attempts are made, and will continue to be made, to regiment our time; but we will be careful to pay Caesar only what belongs to Caesar, and pay God what belongs to God. With life-insuring wisdom the wise man declared: "When thou vowest a vow unto God, defer not to pay it; for he hath no pleasure in fools: pay that which thou hast vowed." —Eccl. 5:4.

Arrange to Keep Service Activities Alive

With joyous anticipation, most of the Lord's servants are making preparations to attend the rapidly approaching convention. However, this should not completely overshadow our regular service activities during this convention month. Conscious effort should be made to keep all features of service reasonably well supported, and certainly every publisher will want to devote some time to Kingdom service, so as to be a regular publisher right through the convention period. To aid us in fulfilling our vows to Jehovah during the month of July, the offer that will be featured is a bound book, on a contribution of 35c. If persons have already obtained "*Let God Be True*", then any other campaign book can be substituted.

Rather than waiting till after the convention to prepare to carry on public meetings, companies will want to make preparations in advance so that the public lecture series can take up immediately thereafter. Also, to take care of the good-will interest and the publishers who do not attend the convention, companies can make plans now to organize the remaining brethren so that field service arrangements and meetings can continue during the convention period. All of the brethren should keep in mind to render whatever assistance is possible to aid both those of good-will and brethren in less fortunate circumstances to come to the assembly and share in its wonderful blessings.

On the way to the convention many opportunities will be presented to witness and thus pay our vows to God. By taking advantage of all opportunities to preach the Word, and by conducting ourselves as true ministers of God, a heap of witness will be given from one end of the country to the other. Be sure to keep a record of all the time spent in witnessing while going to, attending and returning from the convention, as this should be turned in to the local company upon return. Companies should send their July report to the Society as soon as possible after the convention.

With all of Jehovah's servants keeping in mind their consecration vows to God, they will not neglect their service activities during the month of July, nor allow Caesar and this world to interfere with such service. Instead, they will make full use of all their opportunities and thereby "pay God what belongs to God".—Matt. 22:21, *An Amer. Trans.*

Watchtower Campaign Exceeds 180,000 Quota

The 12th annual *Watchtower* subscription campaign came to a conclusion with 180,829 new *Watchtower* and *Awake!* subscriptions obtained in the United States by the end of April. This great campaign has again proved its value by opening up thousands of new homes and many more minds to the message of truth presented through the pages of these two Christian magazines. In view of our campaign quota of 180,000 new subscriptions for the United States, the total obtained reflects sincere effort on the part of God's servants and his blessing on their activity. Another quota exceeded!

The total of 180,829 subscriptions is based upon field service reports turned in by United States companies and pioneers.

During the months to come these new subscribers will benefit to varying degrees from *The Watchtower*, depending upon whether they read it; and whether after reading they understand. Hence it is essential that each publisher call back upon those persons who subscribed from him and aid them to realize the full value of *The Watchtower*. Are you conscientiously doing this? If you are, then next year there will be fewer expiring subscriptions. Instead, many subscribers will have renewed; yes, and some will be active witnesses themselves, taking the good news to others.

The 1950 *Watchtower* campaign is over, but its effects will be felt on into eternity by those who learn and heed the truth. We rejoice now as we look back upon the results of faithful, determined effort. How much more we can rejoice when in the months to come we look back upon having aided these same subscribers to get safely on the way to life.

Circuit Servant Visits Discontinued During Convention

On the week-end of July 23, 1950, all circuit servants will discontinue visiting the companies. Their work with the companies will be resumed on Tuesday, August 15. This will allow a three-week period to attend the international convention in New York and enjoy a vacation from the regular routine of the circuit work.

Circuit assemblies, which have been suspended since March 26, will be started again on Friday, September 1, 1950. Undoubtedly the circuit assemblies and the visits of the circuit servants will do much to emphasize the blessings of the international convention and further strengthen the publishers for the important work of gospel-preaching yet ahead.

If your company is notified that the circuit servant's visit or the circuit assembly will closely follow the convention, you should make as much of the preparation as possible before you leave for New York.

Publications Now in Stock

Counsel on Theocratic Organization for Jehovah's witnesses —French

Permanent Governor of All Nations —French

The Kingdom Hope of All Mankind —German

Counsel on Theocratic Organization for Jehovah's witnesses —Italian

Afrikaans *Awake!* Correction

The Afrikaans *Awake!* is listed in the Cost List and previous *Informants* as a semimonthly magazine. It is published only once each month, however. Please note this in your Cost List for future reference.

Order Public Meeting Handbills Early

The factory will be closed during the convention, July 30 through August 6. No orders will be filled nor correspondence answered during this time. Handbills for public meetings which are now being planned for August and September should be ordered by July 1, in order to be printed and mailed in time for your use. Letters containing orders for handbills should be plainly marked HANDBILL ORDER on the *outside of the envelope*. Any other matters requiring immediate attention before the convention should be marked RUSH on the envelope.

Supplement to Special Train Information

Special train arrangements from San Francisco to New York and return have now been completed. Those desiring to join this special train should comply with the instructions outlined in the Watchtower Convention Transportation Information sheet, paragraphs 13-19. The schedule, whom to write for assignment cards, etc., follows:

San Francisco, California
Watchtower Convention Transportation
865 Peralta Avenue, San Francisco 10, Calif.
Via: SOUTHERN PACIFIC
NEW YORK CENTRAL

GOING	[Read down]		RETURNING	[Read up]
8:25 a.m.	July 26	Lv. San Francisco	Ar. August 11	3:20 p.m.
	"	Lv. Oakland	Ar. "	
	"	Lv. Berkeley	Ar. "	
	"	Lv. Sacramento	Ar. "	
	"	Lv. Reno	Ar. "	
	July 27	Lv. Ogden	Ar. August 10	
	"	Lv. Cheyenne	Ar. "	
	"	Lv. North Platte	Ar. "	
6:00 p.m.	July 28	Ar. Chicago	Lv. August 9	10:30 a.m.
7:30 p.m.	"	Lv. Chicago	Ar. "	7:00 a.m.
3:00 p.m.	July 29	Ar. New York	Lv. August 8	3:00 p.m.

(Grand Central Terminal)

St. Louis Special: The St. Louis special train will leave New York via Pennsylvania RR at 6:15 p.m., August 8, and will arrive in St. Louis at 1:15 p.m., August 9.

The Call for Pioneers Continues

Gratifying, indeed, is the response to the call for pioneers. Why, in one week alone over 400 applications for pioneer service were sent out! True, it may be that not every one of these publishers will realize his goal to enter the pioneer service, but it is evident that they are thinking, planning and working toward that end. There is every reason to believe that the majority of these brethren will continue on, with Jehovah's help, to complete this forward step. But there are undoubtedly many others with the same heart's desire and whose circumstances might be altered sufficiently to make pioneering possible. To these the call for pioneers continues.

With this issue of the *Informant* another pioneer letter is being sent. There is a personal copy for each publisher, so that it can be prayerfully considered in private study in addition to being discussed at the service meeting.

Do not conclude that pioneering is only for others. Have you calmly and dispassionately reviewed your circumstances before the Lord? Can you foresee adjustments which might be made to overcome those things which prevent you from being a pioneer? If, as a result of this personal examination of your circumstances, you believe you can embark on the wise course and heed the call for pioneers, send now for your application. Having taken that step, continue to work positively toward being a pioneer, looking to Jehovah for guidance and help.

Magazines and Mail During Convention

During the latter part of July and the first part of August, the majority of the publishers will be away from their home companies to attend the international convention in New York. Arrangements should be made in advance to take care of personal and company mail during this absence so that it will not be returned to the Society. If you will carefully note the suggestions given below much expense and inconvenience can be avoided.

Pioneers and individuals who receive *The Watchtower* and *Awake!* direct in individual rolls or by subscription should arrange for a friend, neighbor or another witness, who is not attending the convention, to pick up and care for their magazines and other mail regularly. It might be well to mention to your postman that you will be gone for a short while but that your mail should still be delivered and you have arranged to have it cared for.

If the one who regularly receives the distributors' copies is to be away, please see that someone is appointed to take care of them and arrange for their distribution in the field. Company servants and others who may be expecting literature shipments or other mail from the Society should leave definite instructions as to how it is to be cared for to avoid return of mail or costly storage charges on literature shipments. Please do not leave these matters until the last minute and then forget to care for them, as it will mean much needless expense and inconvenience.

INFORMANT

JULY, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

Just One More Month, Then—THE NEW YORK CONVENTION!

Trailer Camp to Be Established

Have You Completed Plans to Attend?

Imagine if you can the greatest convention of modern times! That will be the international convention of Jehovah's witnesses in New York city. Tens of thousands from the wide world over assembled for eight days of bounteous spiritual feasting, and YOU will be there! Do you realize that this month automobiles, trailers, trains, busses, airplanes and boats will be striking out for New York with their loads of joyful conventioners? Indeed, the time is at hand; here are the eleventh-hour questions:

Have you completed your convention preparations in harmony with the information given in the May and the June "Informant" and other instructions sent out by the Society? If not, do not hesitate any longer to do so. Are you helping all people of good will in your territory to know about this great convention and realize the benefits they will receive by attending? They will surely thank you after the convention for your consideration and express amazement and satisfaction, as did the queen of Sheba, when she said: "The half was not told me." New York is planning for your arrival; are you planning an arrival in New York?

If anyone has been holding back because of thoughts that there might not be sufficient accommodations, he should immediately disperse such ideas. There are plenty of rooming accommodations available in private homes and hotels. A trailer and tent camp location has been contracted for, and there should be room for all who want such accommodations. Here is some last-minute information on the convention:

Rooming

The rooming accommodations are being obtained in sufficient quantities to accommodate all who will be coming to the convention. The rates are very reasonable too. It is expected that the Rooming Committee will be able to mail out most of the room assignments to the conventioners who have written in already. However, to those who write later it may not be possible to send assignments in time to reach their home address before they leave for New York. In such cases we shall hold the assignment cards, to be picked up by the delegates upon their arrival. So if you do not receive your assignment card before you leave home, call for it at the Rooming Committee. Up to and including July 28 the Rooming Committee will be at 557 West 157th street, near Broadway, in Manhattan. From July 29 on, the Committee will be located under the bleacher section of Yankee Stadium, West 161st street at River Avenue in the Bronx.

Brethren should make note of the name of the publisher at the top of the room request form that they sent, because that is the way your assignment will be filed. As soon as the publisher receives his assignment, he should write down the address and put it in his wallet or purse, thus avoiding being unable to locate the place where he is staying. Sometimes in the past brethren have lost this information during the convention and then didn't even know where they left their luggage.

If you arrive in New York between the hours of eleven o'clock at night and eight in the morning, please do not try to contact your landlady then, but wait until a reasonable hour. It is advisable to arrange for a daylight arrival so rooming accommodations, etc., can easily be located.

Needy pioneers will be given the benefit of the most reasonably priced rooms, but all accommodations offered free are being assigned to the brethren from foreign countries who cannot get currency exchange. Most of the pioneers have had time to do secular work and should be in a position to pay some rent.

At all times brethren should keep in mind the need for Christian consideration of others. If you have mailed in a request for rooms, then Theocratically accept your assignment and show your consideration and appreciation to the landlady for her hospitality. We would suggest that you do not obtain and hold a room assignment from the Rooming Committee just in case you can't find something better upon arrival. Many times landladies go to considerable expense and inconvenience to prepare accommodations for the brethren, so you can see the importance of utilizing the assignment you have received from the Rooming Committee. As soon as your plans are made, notify the landlady concerning the time you expect to arrive; and if this is changed, show enough consideration to let her know about it. Remember, brethren, many of these landladies are good will persons already progressing in the truth, while others are rendering their first Christian gestures toward getting acquainted with Jehovah's witnesses. You will have an excellent opportunity to witness to the landladies, so accept your responsibility of bringing them a spiritual blessing which is very great.

Hotel Accommodations

Many hotels will hold a reservation until 6 p.m., but in most cases no later unless they are advised of a definite later time of arrival or receive an advance deposit of at least one day's rent. In some cases the check-in time is even earlier. Brethren would do well to advise the hotel of their expected time of arrival.

Trailer and Tent Camp

It is a pleasure to announce that a trailer and tent camp will be set up at the Butterworth farm, Old New Brunswick Road, near New Market, New Jersey. If you are traveling toward New York on U. S. Route 22, near Plainfield you will notice a large sign saying "Turn Right to Dunellen". Make the right turn and drive through Dunellen to the camp. You will find special signs along the way to direct you to "J. W. Camp". If you are traveling toward New York on U. S. Route 1, just after you leave New Brunswick turn left at the sign that says "To Camp Kilmer". From there on you will see "J. W. Camp" signs to guide you to the camp. The camp is about five miles from either of these routes, being easily reached over surfaced roads.

Companies of Jehovah's witnesses have been sent special forms to be filled out by those who want to use the facilities of the camp. If your company has none left, request additional copies from the Watchtower Convention Rooming Committee, 557 West 157th street, New York 32, New York, and they will be sent. Please use the form when requesting parking space. It will be necessary to make a small charge to those using the camp to cover the expenses of renting the ground and setting up the camp.

To reach Yankee Stadium from the camp, a distance of 40 miles, you should travel by U. S. Route 1 or 22 to either the Holland or Lincoln Tunnel (probably Lincoln Tunnel will be less congested) or you may use the Erie Ferry, near the Holland Tunnel. When you reach Manhattan take the West Side Express Highway (no trucks permitted) to the 158th Street exit. The bridge at 155th street will take you across the Harlem river to Yankee Stadium. There are no parking facilities right at the stadium, so you will have to park a distance away from the stadium.

Although programs from Yankee Stadium will be transmitted by telephone lines to the camp for the benefit of those on duty there, nevertheless, to get the real blessing from the convention, it is suggested that all campers make it their business to be at the Yankee Stadium daily.

Information

The information department is planning to make you as familiar with New York as possible during your stay here. The first problem you are probably wondering about is how to find your room assignment when you arrive. We believe those from New England are familiar with New York and will not have difficulty locating their rooming accommodations, using the parkways and express highways when entering the city. If you are traveling from the West or South by car, and your rooming assignment card shows a Brooklyn address, it would be to your advantage to enter New York via the Holland Tunnel on U. S. Route 1, 9 or 22. There will be an information booth at the Esso Service Station at 12th street and Jersey Avenue, Jersey City, just three blocks from the entrance to the Holland Tunnel. Brethren will be on duty 24 hours a day from July 28 to 30 to show you how to get to your room and give you a map of the city as well as a subway map. "Convention Information for Jehovah's Witnesses" signs will identify the station for you.

If your rooming assignment card shows a hotel in New York, or such addresses as Astoria, Long Island City, Sunnyside, Woodside, Maspeth, Elmhurst, East Elmhurst, Jackson Heights, Corona, Forest Hills, College Point, Whitestone, Flushing, Broadway, Kew Gardens, Jamaica, Richmond Hill, Hillside, Hollis, St. Albans, Springfield, Laurelton, it would save you time to come into New York via the Lincoln Tunnel, on New Jersey Route 3. Then cross Manhattan island and take either the Queens-Midtown Tunnel or Queensboro Bridge to reach your destination. On N. J. Route 3 there will be an information booth in the Esso Station near Secaucus, New Jersey, about two miles from the Lincoln Tunnel. If you are traveling to the Lincoln Tunnel via the Pulaski Skyway (U. S. 1 and 9), about 3 miles after entering the Skyway at Newark turn off to the right on a ramp marked Lincoln Tunnel. A traffic circle will lead you to Tonnelle Avenue. There will be a booth in the second Esso Station on the right-hand side of Tonnelle Avenue as you travel north on it. These stations will be identified by signs, and there will be brethren there as at the Holland Tunnel.

If your rooming assignment card shows New York or Bronx zones, numbered 30 and over, or if you are coming from western New York state to any address in the city, it will be to your advantage to enter New York via the George Washington Bridge. There will be an information booth on U. S. Routes 1 and 46 and N. J. Route 6 at the Valley View Shell Service Station in Fort Lee, New Jersey, about two miles from the bridge. Another booth will be on N. J. Route 4 at the Esso Service Station near Englewood, New Jersey, also about two miles from the bridge. Still another booth will be located at the Esso Station on U. S. Route 9W near Englewood Cliffs, about two miles from the bridge. All of these stations are open 24 hours a day, and brethren will be there July 28 to 30 to give you information as to how to get to your room. Incidentally, all these service station managers have been

(*Continued on page 2, column 2*)

"Theocracy's Increase" Testimony Period

Prepare to Spread Convention Enthusiasm

Over seven centuries before Christ, Jehovah God foretold the marvelous increase of his then yet-to-be-born Theocracy when he said, "of the increase of his government and peace there shall be no end." (Isa. 9:7) Ambassadors of the Theocracy since 1914 can testify to this increase and especially in the service year of 1950, ending in August. An increase to Jehovah's praise and to our joy! But the end is not yet; many more must hear, be comforted and join the ever-increasing throng on the march to the new world.

The New York convention will be another step along this march; and the enthusiasm absorbed there can be a real inspiration to us in aiding others. Brethren who could not attend will want to know about the convention, as will those we call on and hold studies with. It will be our privilege to tell them about it personally and to invite them to the service meetings where a resumé of the Theocracy's advance at the convention should be presented.

Every servant of the Theocracy will want to bring this eventful service year to a fitting close by preaching to others and reporting the time to the company. Separate reports for July and August should be sent to the Society. The offer for the month will be *"Let God Be True"* or another bound book, on a 35c contribution.

The effects of the convention will undoubtedly be widely felt, and many new ambassadors of the Theocracy will join with us in service. Plan now for the work that will follow the convention so that you and the new ones you are privileged to aid may share in the increase of Jehovah's Theocracy as it grows to fill the whole earth.

UNITED STATES QUOTA FOR 1950

91,254 Publishers

Monthly Field Service Report

May Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	331	127.8	51.7	7.2
Gen. Pios.	4,928	91.8	33.3	5.8
Co. Pubs.	100,800	9.5	3.2	.5
Total Pubs.	106,059			

Public Meetings Held: 7,510

Special Train Information

The Society has arranged to have the final date for joining special trains extended from July 10 to July 19. This allows nine additional days to purchase tickets and make reservations. However, railroad tickets should be purchased and reservations made just as soon as possible, so that proper and sufficient equipment can be ordered for the trains. (See paragraphs 13-19 Watchtower Convention Transportation Information.) Transportation servants, please take note and arrange accordingly.

The Society's request for special train fares has been denied. Therefore, regular train fares will apply on all trains.

(Continued from page 1, column 4)

very cooperative, and since gasoline is cheaper in New Jersey than New York many of the brethren will plan on gassing up while they are getting their maps and information.

If you are traveling by bus, train or airplane, you will find information booths at the Greyhound Bus Terminals, Pennsylvania Station, Grand Central Station, Newark Airport and La Guardia Airport. All of these will be operated by our brethren and will be available on a 24-hour basis from July 28 to 30.

Field Service

Thousands of territories are being made up now so all can participate in field service activities. You should come prepared to take part in some feature of Kingdom service. Bring only enough literature with you for use in witnessing on the trip. A large bookroom will provide for literature needs during the convention.

There will be field service territories and equipment available at the Yankee Stadium and at the Kingdom Halls throughout the four largest boroughs of the city. It will not be necessary for anyone to come to the stadium to engage in field service. In most cases much time will be saved if you get territory and literature at the nearest Kingdom Hall. Thus more actual field service will be done. To determine the contact point nearest your room will not be difficult. On your room assignment card you will notice a territory number. This number has two letters preceding it. These letters identify the contact points for field service nearest your room. The following tabulation will give you the address of your nearest field service center:

Symbol	*Location*
AS	46-19 Greenpoint Ave., Long Island City
BC	1542 Fulton Street, Brooklyn 16
BE	526 - 86th Street, Brooklyn 9
BH	136 Columbia Heights, Brooklyn 2
BR	" " "
BU	2124 Fulton Street, Brooklyn 33
CC	139 West 125th Street, New York
EM	1487 First Avenue, New York
FB	1469 Flatbush Avenue, Brooklyn 10
FL	135-14 Northern Blvd., Flushing
JA	9536 - 160th Street, Jamaica
LC	2230 - 8th Avenue, New York 27
LM	241 East 14th Street, New York 3
MC	250 West 116th St., New York 26
MX	1140 Teller Ave. (at E. 167th St.), Bronx
N	4511 Park Avenue, Bronx 51
RW	2124 Fulton Street, Brooklyn 33
SB	526 - 86th Street, Brooklyn 9
SC	557 West 157th St., New York 32
SU	46-19 Greenpoint Ave., Long Island City
SX	953 Southern Blvd., Bronx
UC	2493 - 7th Avenue, New York 30
UX	4511 Park Avenue, Bronx 51
WH	557 West 157th St., New York 32
WM	" " "
Y	1542 Fulton Street, Brooklyn 16

Volunteer Service

To make the convention a success many departments must be organized. Volunteers will be required for cafeteria work, operating refreshment stands, bookroom work, directing traffic, ushering, playing music, first-aid service, and maintenance. Brethren who plan to volunteer for cafeteria or maintenance work should bring appropriate clothing for use during the work periods.

A number of plumbers, electricians, carpenters, and tinsmiths and other skilled craftsmen will be required at the convention. Some will be needed a week prior to the opening of the convention. It will be appreciated very much if brethren who are able and willing to do such work and can come early will please fill out a Volunteer Service form and address it to the Watchtower Convention, 557 West 157th street, New York 32, New York, immediately and state their qualifications, as well as the date they plan to arrive in New York.

A large staff of cooks and persons familiar with cafeteria work will be required, and we invite such to volunteer at the convention. Doctors and nurses may wish to serve in first-aid work.

A small orchestra will be organized, and publishers who are experienced musicians and wish to share in orchestral activities should report to the volunteer service department. Bring your instruments.

Baptism

Arrangements are being made to hold a baptism. Those who plan to be immersed should be prepared with bathing suits and towels. This matter should be announced to the companies at meetings during the last two weeks of July as a reminder to the delegates.

Other Details

For the benefit of those who have never been to New York we wish to state that there is no reason to be frightened on account of the largeness of the city. Everything is well regulated here. The people may be in a little more of a hurry than in other cities, but they are generally very helpful when you ask them for information. New York has a large police force and they are trained to help visitors, so always feel free to ask them for directions or information.

An ordinance in New York requires car drivers to always remove keys from the car when parking on streets. It is a good practice to always lock your car when you park it, and we suggest that you never leave luggage, cameras, clothing or anything of value visible in your car even though it is locked. It is best to lock your personal belongings in the trunk. Be sure to observe all parking and traffic regulations. And in crowds it is always good to be aware of the possible presence of pickpockets and thieves, for the stadium will be open to the public.

Many of the brethren will be coming by automobile. Inquiries have been received about the parking facilities at Yankee Stadium. There is really no parking space at the stadium, so we suggest that wherever possible you leave your car at your rooming location and come to the stadium by subway. New York has a very efficient subway system, which is not only the fastest way to get around in New York, but the cheapest, and there are two subway lines with stations at the entrance to Yankee Stadium. It is possible to transfer from busses and other subway lines to the lines that pass the stadium.

If your room is in a hotel, the hotels usually provide garage space for their patrons; but this service is $1.00 to $2.00 per 24 hours per auto. It is prohibited to park your car on the streets overnight or during business hours in mid-town Manhattan; check with the doorman or reception desk on parking regulations.

There is a 5-percent city tax levied on all hotel accommodations, so brethren should be prepared to pay this when they pay their hotel bills.

No automobile signs will be provided by the Society for this convention.

Mail

If you desire to receive mail while in New York, please give your correspondents your personal room address. Do not plan on receiving any mail at the stadium.

Toilet Facilities

Toilet facilities are always crowded at conventions. Yankee Stadium will be no exception. If you travel to the stadium by subway, you may find it convenient to use the subway public toilets before you enter the stadium.

Deaf Mutes

For the benefit of our deaf brethren, an interpreter will be located in the box seat area of Section 24 in the lower stands.

Photography

All official pictures for the convention will be taken by the photography department. No others will be allowed to take pictures on the field, but it will be all right to take any pictures you wish from the grandstand.

Recording

Many have asked about the facilities for personal wire recorders. Arrangements will be made to accommodate the brethren, and information on this may be obtained at the information counter at the stadium.

Sound Cars

All who plan to bring sound cars to New York should write to the convention offices immediately and inform the brethren here concerning the type of equipment and whether it is in good condition. The Convention Committee will notify you if your sound car is needed.

Visit Headquarters

Take this opportunity to visit the Bethel Home, the Watchtower factory, WBBR transmitter at Staten Island, and Gilead (South Lansing, New York). The home and factory will be open for inspection following the convention.

Before us there is a golden opportunity to give a great testimony to the honor of Jehovah's name and at the same time equip ourselves for the big world-wide expansion campaign just ahead. The convention time is near. We are confident of many blessings being poured out. Has not Jehovah already promised, "Prove me now herewith, saith Jehovah of hosts, if I will not open you the windows of heaven, and pour you out a blessing, that there shall not be room enough to receive it"? (Mal. 3:10, *A.S.V.*) So let us believe Jehovah as we rally together with expansion in our minds, take into company with us many good will persons, and prepare to attend the great international convention in New York city.

Publications Now in Stock

The Joy of All the People—Burmese
Peace—Can It Last? —Hiligaynon-Visayan
"The Kingdom of God Is Nigh" —Papiamento
The Joy of All the People—Tamil

Pioneer Applications

Pioneer application blanks will be available at the pioneer registration booth at the convention in New York city. Prospective applicants should keep in mind that to be eligible they must have been publishers for at least six months and also must be baptized. Please give the complete immersion date on your application. Remember, too, that your application must be accompanied by a letter of recommendation from a servant in your local company. If possible, bring this letter with you; otherwise your application will be held until such a letter can be sent in.

INFORMANT

AUGUST, 1950 "Preach the word."—2 Tim. 4: 2. BROOKLYN, N. Y.

"Theocracy's Increase" Testimony Period

Spread Convention Enthusiasm

End Service Year with a Fitting Climax

Abel had faith in it, Abraham hoped for it, Isaiah foretold it, and Jehovah established it in 1914. What was it? The Theocracy! Today, thirty-six years removed from the Theocracy's establishment, we behold the increase Isaiah foretold when he said, "Of the increase of his government [Theocracy] and peace there shall be no end." (Isaiah 9:7) What a privilege and joy it is to have a small part in announcing Jehovah's Theocracy and to see it increasing to the ends of the earth!

August will undoubtedly be a great month in announcing that kingdom, as it begins with the "Theocracy's Increase" Assembly in New York city. The effects of this great assembly will not be limited to New York city, but will be felt throughout the entire earth as servants of the Theocracy, refreshed by the feast of fat things, return to their individual countries, cities and companies, there to share the abundant blessings of the assembly with those who could not attend. The information carried back will be a driving force to bearer and hearer alike for energetic and enthusiastic service yet ahead.

August Ends 1950 Service Year

With the month getting off to a good start with the assembly, August should be a pinnacle month of activity in the eventful 1950 service year. Can it be? It can if each publisher accepts his responsibility before the Lord to participate in the field service and to report this to his company. Remember, August 1949 saw an all-time peak, up to that time, of 91,463 publishers enjoying field service privileges in the United States. The October, 1949, *Informant* carried that most pleasing report and asked: "With diligent effort on the part of all, is it possible that there will be 100,000 publishers in the United States [by convention time]?" Through our diligent effort and Jehovah's blessing, over 100,000 publishers were active long before the convention arrived. Now, with each publisher spurred on by the convention and expressing his appreciation for this great provision, what will the number of publishers be in August, to fittingly close the eventful 1950 service year?

Reaching a climax for August will require sincere effort on the part of each publisher to get in some time during the month without fail and then *report* it. There will have been unlimited opportunities to announce the Theocracy's increase at the convention, to the people in whose home you lived while there, en route, and at home. Opportunities to preach are plentiful both for those who went to New York and for those who remained at home. So everyone should have a report to turn in. Brethren who will not be back to their local company by the end of August should send their field service reports to the company servant before the month's end so that a complete and accurate company report can be sent to the Society by the 3rd of September. The offer for August is one bound book, on a contribution of 35c.

Resume Local Activity

As soon as possible after arriving home arrangements should be made to devote portions of the service meeting to reviewing the high lights of the "Theocracy's Increase" Assembly. This will present a splendid opportunity to share Jehovah's goodness with the brethren who could not attend. The meetings should be well planned and a real effort put forth to invite newly interested persons on whom we call and others interested in the Theocracy's increase to attend. These meetings will be stimulating and beneficial to all in attendance.

Arrangements for resuming all features of service activity will be put into operation as soon as conventioners are back. Organized group activity from the Kingdom Hall and company book studies will let the community know that you are back and better equipped than ever to declare the way to life to all who will listen. Every publisher desiring to swell the Theocrat's praise will respond whole-heartedly to the arrangements for house-to-house work, street magazine witnessing, store-to-store activity, advertising public meetings and supporting other company arrangements. In addition, back-calls and Bible studies will be resumed, as well as our incidental preaching of truth every man to his neighbor, including the baker, grocer and all others with ears to hear.

Undoubtedly some who are beginning to appreciate the Theocracy will be so enthused by having attended the assembly or hearing the results from you that just a helpful "come with me" will start them in the service. Complete your assistance to them by aiding them to turn in their field service report. With every company publisher, special, regular and vacation pioneer lending full support to the company arrangements, aiding new publishers and encouraging others ready to publish, August will conclude, in a very fitting way, the grand 1950 service year.

Better equipped than ever before and having the definite assurance that the Theocracy's increase will continue until it fills the whole earth, Kingdom publishers worldwide will intensify their faithful planting and persistent watering while God continues to give the increase.

Theocratic Ministry School Essential

Everyone Contributes to Its Success

An indispensable aid to efficient service! How true this is of the Theocratic ministry school! Would you be without the knowledge and training it has given you since April, 1943? Reflect for a moment. Think how your appreciation of God's Word grew as you studied concerning the origin and authenticity of the Bible, the growth of its canon, the geography and history of Bible lands, following this with a book-by-book examination of this marvelous library. Then, how thankful you were for the lessons on Theocratic tact, argumentation, composition and delivery, Bible helps and translations. Yes, you can only conclude that the Theocratic ministry school has been very necessary to you and all Theocratic ministers.

Now we are entering the final section of *Theocratic Aid to Kingdom Publishers*. Have you considered how practical and useful will be the information you will receive during the next few months? The history of false religion, its fusion with apostate Christianity and the subsequent birth of the Roman Catholic Hierarchy, the Dark Ages and Reformation, plus a brief review of many present-day religions, climaxed by Jehovah's vindication over demon religion. Certainly, armed with this knowledge, you will be better able to approach people from a position of vantage, and know how to tactfully refute their religious contentions.

Everyone Shares and Benefits

Viewing the ministry school from its relation to Kingdom service, each one will want to contribute his share toward its success. How can this best be done? First, attend regularly. Study your lesson beforehand and come prepared to take part in the oral review. This also prepares you for the written review, which should be taken by all. Good-will persons can gain much from attending the school, as they will receive early training for their future work of preaching.

Secondly, let all brothers enrolled as students set a good example. Do not take the school lightly, but accept each speaking assignment you receive. Prepare your student talks well and at the appointed time *deliver* them, keeping in mind previous counsel. Counsel given is for your benefit; seek continual improvement by endeavoring to improve upon the weak points brought to your attention. Instruction talks especially require much preparation and should be given extemporaneously, covering thoroughly the information in the lessons. All those on the program should make the most profitable use of the allotted time as well as stay within their time limit.

Role of the School Servant

The instructor, too, plays an important part in making the school an instructive and beneficial meeting. He should prepare himself in advance to counsel by becoming familiar with the material to be treated each week. In offering counsel he must be guided by love, understanding, kindness, and a sincere desire to aid the students to improve. To that end counsel given will be constructive, including suggestions on how to improve, referring to *Theocratic Aid to Kingdom Publishers* when fitting. The same consideration should be given when grading the written review papers.

The company servant can schedule various features of the school on the service meeting program from time to time. Through demonstrations, forum discussions, and talks illustrate the value of Theocratic ministry, how to prepare for the written review, how to use in the field the information gained, etc. This practical application of what is being taught will aid to equip the publishers for proficient service.

The Theocracy is advancing. The Theocratic ministry school is a gracious provision contributing to its increase. Are you keeping pace with it? You cannot afford to miss out, so form the good habit of studying, attending and participating in the Theocratic ministry school, and strive to apply all that you learn.

UNITED STATES QUOTA FOR 1950

91,254 Publishers

Monthly Field Service Report

June Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	334	119.7	45.5	6.7
Pioneers	5,592	86.1	29.4	5.1
Co. Pubs.	100,445	9.4	3.1	.5
Total Pubs.	106,371			

Public Meetings Held: 7,469

Pioneer Reports

A few pioneers are improperly reporting public meetings and Bible studies. Though sometimes held by pioneers, public meetings in company territory should always be reported by the company itself. When pioneers sponsor a public meeting in isolated territory only one pioneer should report it. (See paragraph 41 of *Counsel on Theocratic Organization.*) The number of studies on the report card means the number of places you hold a study, not the number of times you call at each place. Each time a study is held, however, a back-call should be counted. Thus, if you held studies at five locations and conducted each one four times in a month, you would have 20 back-calls but still only five studies to report. Do not put messages on your report cards other than remarks about your service; otherwise there will be a delay in handling or replying.

"Stick to Your Work"

New Peak Expected in First Month of Service Year

Three Booklets to Be Offered

In this day when so many persons are sighing because of the conditions upon the earth and are crying for deliverance, no more fitting command could be given the servants of God than "stick to your work!" Yes, continue to "preach the word", in season and out of season, for all that will hear. Regular, consistent work—that is what brings results and is to the saving of "your hearers as well as yourself". —1 Tim. 4:16, *Moffatt.*

The instruction, enthusiasm and spiritual uplifting received at the New York convention will continue to live and serve as a real source of strength as we 'stick to our work' of preaching in our home territories. There is so much to do in the way of aiding those of good will, and we have received so much to assist us in this regard at the convention, surely each one of the Lord's servants will be very diligent in contributing his part toward reaching an all-time peak of publishers in September.

The offer for the month will be three booklets, one of which will be colored-cover, on the contribution of 10c. This will make a convenient and attractive offer to present, and provides means to make good use of the booklets we have on hand. The stock servant should check his supply of booklets now to make sure he has sufficient to care for the publishers' needs. Perhaps additional supplies can be obtained from nearby companies that are overstocked.

A Full Month of Organized Service

Reaching a new peak of publishers will mean receiving field service reports from all those who have reported in the past, and assisting those who have advanced to the point of doing service to share now in this work of preaching. To render individual assistance in this regard, we suggest that the servants and company book study conductors make their plans now to aid all associated out into the field service during September.

At the company book study locations, arrangements can be made for group booklet work for at least an hour before the study while the evenings are long. Regular publishers should cooperate in this and not miss the opportunity to assist the new publishers to share in this interesting work of distributing the three booklets. "Let the hearer too say, 'Come'." (Rev. 22:17, *Moffatt*) Those who do not report field service by the 15th of the month should be given attention and aided to join in with others as the different features of the service are engaged in. Organized rural work can still be pushed while the weather is good.

By sticking to our work of gospel-preaching and working unitedly to advance true worship, we will reach our goal of a new peak in the first month of the service year, all to Jehovah's honor and praise.

Subscriber Address Changes

Are you notifying the Society in advance each time you change your address? Not all subscribers do. Every month *thousands* of magazines are returned to the Society by the post office with the notation that the subscriber has moved, cannot be found, or for some other reason the magazine cannot be delivered. At present, the Society must pay 2c postage for each magazine returned, and this charge is soon to be raised to 5c a copy. It can readily be seen that this represents a substantial outlay of money that could better be used otherwise.

The importance of sending the Society notice of your address change *in advance* cannot be overemphasized. Even though you notify the post office of the change, magazines will not be forwarded to you, since they are second-class mail. When one of your magazines is returned by the post office and your address is changed from the information that accompanies it, there are probably two more magazines yet in the mail which were sent to your old address and which will therefore be returned at a cost of 5c each to the Society.

For each magazine returned the Society sends the local company a card (L-47) requesting the correct address of the subscriber. Since only about 20 percent of these cards are returned, it would seem that a more careful check should be made by the company or the publishers to whom the cards are assigned. Each such card represents a person who has subscribed but who is not getting his magazine. Some of the subscribers may have moved, some have died, the post office is sometimes in error, or the address may have been wrong in the first place. But in every instance a thorough check should be made and *all* of these cards returned to the Society promptly, giving the results of your investigation.

It will facilitate the handling of your change of address if you will use the regular "Change of Address" slip (L-201), showing your new address and also your old address exactly as it appears on the address label of the magazine. The "Key Number" should also be included, as it shows us immediately where your stencil is filed. (Example: G 3 51, means *Awake!* expiring March, 1951; W 5 51, means *Watchtower* expiring May, 1951.) Always specify which magazine you desire changed, whether *The Watchtower* or *Awake!* or both, and, if possible, attach one of your address labels to your correspondence to eliminate any possibility of error on your part.

Regular calls on new subscribers will also eliminate much of this difficulty. Undoubtedly few of these people realize the importance of notifying the Society of their address changes in advance; but if we are calling on them regularly we will be in position to help them in this respect as well as to help them better understand their magazines.

The full cooperation of every company, publisher and pioneer with regard to the above matters will effect a tremendous saving and assure more efficient service to all.

August Report

Since August concludes the service year, each company and pioneer should complete August's field service report on August 31, and make a special effort to have it in the mail not later than September 3. Publishers can help considerably by turning in all their reports promptly.

Circuit Assemblies

Play Vital Role in Kingdom Expansion

"And the stone that smote the image became a great mountain, and filled the whole earth." Daniel foretold it, Christ Jesus directs it, Jehovah blesses it; and the Kingdom's expansion goes on today as never before! A definite cog in this wheel of expansion is the circuit assembly.

Consider the facts: In December 1946, the last month prior to the institution of the circuit assemblies, the peak number of publishers in the United States was 69,876. Little did we think then that within three and one-half years we would see over 108,000 publishers in the field! The February, 1947, *Informant* asserted, "Circuit Assemblies to Stimulate Further Progress," and so they did, as we note that four months later the *Informant* stated, "servants to the brethren report many companies showing increases in activity following their assembly, and this is borne out by the fact that each of the five months, November to March, witnessed the highest number of publishers for that month on record." From that time to this increase after increase has been seen.

Yes, the brethren have noticed the blessing of Jehovah on the circuit assemblies and have come to appreciate them more and more as a vital part in the Kingdom's expansion today. Latest reports indicate that regular increases in attendance have resulted at the circuit assemblies. And there are good reasons for this increase when we consider the practical advantages of the circuit assembly.

It is accessible to almost all publishers and persons of good will; it offers practical suggestions for every publisher to use in gospel-preaching work; and it furnishes refreshing Bible instruction concerning the organization and purpose of Jehovah. Nor can we overlook that helpful, stimulating association with our brethren; for to hear their experiences and to know how they overcame problems similar to ours is a source of strength and encouragement.

Starting September 1, when circuit assemblies will be resumed, there will be refreshing changes in the program, especially the circuit activity meeting. Some will be called upon to aid in this meeting, and we know you will count it a joy to cooperate with the district servant in this. You are encouraged to write down your service questions and give them to the company servant to send in with the Analysis Report form immediately after the completion of the month's activity prior to the assembly. Service questions may also be handed to the circuit or district servant on Friday night of the assembly. They can then be discussed during time allotted for this Saturday evening.

Saturday will be Magazine Day at the assembly, so all publishers should come prepared to share to the full in this important service. "Choose Life that You May Live" will be the district servant's public talk for Sunday; none will want to miss it. And the altered arrangement of the closing session will be refreshing to all in attendance.

Bring Good Will to the Assemblies

Today many persons of good will are associating with the companies. Remember them and aid them where possible to attend the assembly. The person with whom you study may join you in the field service there for the first time and take advantage of the opportunity to symbolize his consecration. To see, to associate with, to work with others sharing the Kingdom hope, which is just beginning to flower in their hearts, will aid new ones to take their position in the ever-increasing ranks of Kingdom announcers.

At the assembly itself much goodwill interest is contacted. These should be especially aided to attend the Sunday lecture. Definite interest should be followed up, and to aid in this respect the Society has printed the "Assembly Good Will Follow-up" slip. Companies should not order this slip, as it is only intended for assembly use. It will be ordered in sufficient quantity for the assembly by the circuit servant at the same time he orders handbills and programs. Brethren from outside the assembly city who will not be able to follow up the interest they contact will record the names and addresses of the good will on these slips and turn them in at a box provided at the circuit assembly. The local company will then diligently follow up this interest to aid them to progress in the truth. Publishers will continue to report assembly field service at their home companies and not at the assembly.

Appreciating that the great Stone, Christ Jesus, is gathering in the "other sheep" before he smites Satan's wicked organization, Jehovah's witnesses will recognize the vital role that the circuit assembly plays in this Kingdom expansion and will support it. The big convention in New York city will not detract from, but rather enhance the value of the circuit assembly and our need to gather together more and more as the final day approaches.

Actual-Count Stock Inventory

In harmony with paragraph 120 of *Counsel on Theocratic Organization*, an actual-count inventory of stock on hand is to be taken on March 1 and September 1 of each year. The count taken on September 1 is to be sent to the Society on the forms provided. Two of these "Stock Inventory" forms are being sent to each company and each pioneer with this *Informant*. Record the count of your inventory on these forms accurately and completely, send the original to the Society not later than September 5, and retain the duplicate for your files.

This inventory should include only literature which is clean and in proper condition to place in the field. Note on the inventory any literature in stock in especially large quantities. All foreign literature should also be listed, although that which was obtained *free* from the Society should not be included when figuring the value of literature on hand.

The completed forms should show the amount of literature on hand, amount of cash on hand (book money), and the value of literature held on credit by the publishers. The company servant should check to see that the stock servant has filled out the forms properly, and should have the report and statement of the company's indebtedness to the Society on that date read to the company.

Bethel Vacation

The Brooklyn Bethel home and factory will be closed from August 26 to September 5 inclusive for vacation, as pointed out in the July 1, 1950, issue of *The Watchtower*. No mail or correspondence will be handled during this period.

INFORMANT

SEPTEMBER, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

"Stick to Your Work"

Will Service Year Start with New Peak?

September Features Three-Booklet Offer

1 An important work has been assigned to the servants of God. It is important because upon their faithfulness to their assignment depend their lives and the lives of those who hear and heed them. The time in which to accomplish this work, making known Jehovah's name and purpose, is limited. Small wonder, then, that Paul's counsel to Timothy, "Stick to your work" (1 Tim. 4:16, *Moffatt*), is again brought forcefully to our attention. It was important for Timothy and is now infinitely more important for us not to 'grow weary in well-doing', but rather to continue steadfastly to do our work.

2 Past devotion to our work under both favorable and unfavorable conditions has brought outstanding results. With ever-increasing crescendo new peaks have followed one another. Encouragement through the "faithful and wise servant" for further increases has been met with increased zeal, planning and effectiveness. The resultant new peaks were therefore not accidents. They were a manifestation of Jehovah's blessing upon sincere efforts.

Working for a Peak

3 But potentials for even further publisher peaks continue to exist around us. Do not the long-time publishers still possess that zeal and determination that pressed them into service in the past? And are they not now assisted by literally thousands of eager new witnesses of Jehovah? It would not seem improper, then, to seek to begin our new service year with a new peak of publishers.

4 To work intelligently toward a peak one must realize where the increases come from. This growth is not a mysterious something that other companies have but yours does not. These thousands of new publishers are made up of that man on the street that showed interest in *Awake!* and was invited to a public lecture; the family who subscribed for *The Watchtower* and upon whom an alert publisher called back; the woman who had been attending meetings for years but had never before been really helped into the service. Does not a check of your company show these same people to be among you? Then your company, too, can have a new peak if you diligently stick to the work of aiding them to advance to maturity of knowledge and appreciation.

5 But if the potential number seems too low, further questions may be in order. Are you *working* from door to door so as to contact good will? Are you participating whole-heartedly in house-to-house work with the magazines as well as on the street corner? Do you *really* follow up the interest? And after making your back-calls do you conscientiously endeavor to establish studies and continue to aid these people to get out into the work themselves? Your answers may suggest need for improvement. But though you are working hard and still no increases have resulted, there is no need for discouragement. Jehovah will bless you with expansion in his due time.

Booklet Work to Aid

6 September's offer will be three booklets, one of which should be colored-cover, on a contribution of 10c; and if any of the brethren have brought new booklets with them from the New York assembly these may be included in the offer. Experience has shown that it is relatively easy to place such an offer, and many interesting experiences result. New publishers will therefore find it encouraging and easy to start out in the booklet work. In their initial service, perhaps you might suggest that they hold the booklets and then present them to the householder after you have given a brief oral witness of introduction. Be helpful in every way possible; a real considerate shepherd to them.

Organize Company Book Studies for Booklet Work

7 Through the company book studies as working units, the booklet work can be stimulated. Company servants, check with the study conductors to see that definite steps are taken to establish the company book study as a point of contact where publishers can go out in the evening booklet work for perhaps an hour before the study. An additional evening might be set aside for booklet work also since many persons can then be found at home who are otherwise at their places of business. Usually they are found to be more receptive at this time of day. Where booklet placements are made, this should be noted and back-calls made.

8 September is usually a good month to work rural areas that are not accessible at other times of the year. Companies that have such territory should include plans for covering as much as possible during the open months.

9 It is suggested that early in the month a list of the irregular publishers be made. After aiding these into the service, the latter half of the month can be devoted to aiding as many new ones as possible. Regular publishers can be assigned to assist these individuals through the study conductors. Do not be coercive, but show real consideration and interest toward these brethren.

10 The Lord is now accomplishing the gathering of his "other sheep". It is our joyful privilege to invite them to "come" and drink freely of the truths which have so refreshed us. Giving us added determination to continue in the good work we have begun are the ringing words of the apostle, "Stick to your work!"

123,707 Hear Public Talk at New York

Fearless Activity Outlined for the Future

Kingdom Publishers Equipped for New World Living

1 As this *Informant* goes to press, New York, the world's greatest city, is still talking about the world's greatest convention, the 1950 Theocracy's Increase Assembly of Jehovah's witnesses. The spectacle of thousands of peaceable servants of God from 67 nations day after day packing out the mammoth Yankee Stadium, a combined total of 123,707 hearing Brother Knorr deliver the public talk "Can You Live Forever in Happiness on Earth?" caused New York, the nation and the world to admit that "something of moment is taking place in our town".

2 If this great gathering of Christians so impressed outside observers, how much more must it have affected those who attended the sessions! What were some of their impressions? Not one could fail to note the predominant theme, the increase and other signs pointing to the nearness of the old world's end and the need for clean, fearless, uncompromising activity in the few remaining years. And why should we fear? The Theocracy is here and its King is ruling in our midst!

3 Crystal clear now is the line of demarcation between God's organization and the Devil's. Communism or any other scheme of world government holds no attraction. The sinking ships of religion, politics and commerce are present snares to encroach upon our service and tie us to the old world. Though men may soon endeavor to restrain us from Kingdom service, we will be determined to continue to serve God, underground if necessary; and, when Jehovah brings final release at Armageddon, we will step forth from shattered places of detention, free and fully organized for New World living.

4 Throughout the assembly the witnesses were repeatedly urged to stick to their work, to lay aside burdens which retard their service, to remain close to and progress with the organization, the only existing new world society. A thrilling high point was the startling revelation that many of the other sheep now on the earth who continue on in Jehovah's service and prove their integrity right down through Armageddon may be privileged to share in the role of "princes in all the earth". How important, then, to care well for the Kingdom interests placed in our hands!

Equipped for New World Living

5 Further, Jehovah's witnesses were here equipped for New World living as they have never been before. What was probably the most significant convention release of all time, the *New World Translation of the Christian Greek Scriptures*, provides the pure word of Jesus and his disciples. Now we have a reliable textbook to which we can turn with assurance, a pure language for both ourselves and those who hear us.

6 And what could have been more appropriate for our new world society than a textbook on New World living? The 320-page bound book "*This Means Everlasting Life*" fills this longfelt need. It points out God's requirements for daily living which must accompany diligent field service, if we are to attain to life. How glad we are for the admonition that we must keep our organization clean by our own proper conduct and by refusing to lower God's righteous standards merely for the sake of greater numbers, as have decadent religious organizations in the past.

7 Outstanding increases have manifested Jehovah's blessing on our efforts in the past. The increases yet ahead will undoubtedly be even more spectacular, provided we apply ourselves with diligence and put to good use the instruments that Jehovah has placed in our hands. Think of the unprecedented flood of releases in those eight fleeting days! Fifteen in English and twenty-five in sixteen other languages! It will require not a little effort to absorb this spiritual food, and then out into the field to share these blessings with others!

8 Not to be overlooked were the experiences of pioneers and reports from Branch servants and missionaries the world over. Here was concrete proof that Jehovah is with his people regardless of their location or circumstances. If he can provide for them in distant lands, is there any reason to doubt that he can provide for you too? Hundreds left this assembly determined to enter the pioneer ranks *soon*. Is that also your hope?

9 Then there was the eventful trip through the factory and the Bethel home. What impressed the visitors? Whirring machinery putting out thousands of publications, yes; but primarily it was the unity, the cooperation and cheerful purposefulness of the workers, the cleanliness and organization throughout. Shouldn't these serve as a pattern in every company throughout the world? No bosses, but a world-wide family each doing his utmost in the service of Jehovah!

10 Space prohibits a complete review of all of the assembly's blessings. More will be found in the convention report and in the memories of those who attended. But certain we are that there is work ahead, and increased opposition too. Let us, then, unitedly take advantage of our present opportunities, remain in our places and continue to turn in an acceptable report until all who live are serving Jehovah with one accord.

"It Is Nearer than They Think" Testimony Period

Awake! Featured for One Month

With wishful promises as a sedative, world leaders put to sleep those they control. In a heady stupor they go on indifferent to the near approach of the final end of this world. However, Jehovah will have all men know that the world's destruction at Armageddon is nearer than they think. The declaration of this warning and its result were long ago foretold, "Howl ye, for near is the day of Jehovah, as destruction from the Mighty it cometh." (Isa. 13:6, *Young*) But what can we use to arouse them from their worldly slumber and effectively 'declare the day of vengeance of our God and comfort all that mourn'? One ready instrument is the magazine *Awake!*

How well *Awake!* suits our needs! Each copy carries within its 32 uncensored pages a rousing warning to awake to the signs that mark the end of this old world, and at the same time holds high the sure hope of a new and righteous world. It is a real friend, exposes our enemies and contends for freedom for all. Truthful, colorful, interesting, enlightening is the magazine *Awake!;* and during October we will present to the people a one year's subscription, on the contribution of $1.00. No premium will be given.

Persons speaking languages other than English should also be given the opportunity to subscribe. See the second page of the magazine for the list of languages in which *Awake!* is available.

Advance Preparation Necessary

Servants should order needed distributors' copies and subscription slips early. Line up territory and organize for group witnessing in unworked sections. Arrange instructive service meetings with practical demonstrations on how to present the offer and overcome the objections peculiar to your territory. It would be well to again review the instructions on the sheet "How to Properly Handle Subscriptions".

Publishers, equip yourselves by attending these meetings. Further prepare by reading *Awake!* so that you will know its contents and can use this knowledge in its presentation. Be ready to take subscriptions in the store-to-store and street work, on magazine routes, from house to house, on back-calls and Bible studies; and don't forget your neighbors and friends. Each publisher should thus easily attain the quota of one subscription for the month, and pioneers one each week.

Keep a record of all who subscribe, so back-calls can be made to cultivate the interest found. From the first day of October to the last, do your best. Lovingly help others into the service. Let all know that Armageddon is nearer than they think. Thus you will serve for Jehovah's vindication and the salvation of all who love righteousness.

Publications Now in Stock

"Let God Be True" —Cinyanja
The Kingdom Hope of All Mankind —Cinyanja
Counsel on Theocratic Organization for Jehovah's witnesses—Cinyanja
New World Translation of the Christian Greek Scriptures —English (Symbol #7bi)
"This Means Everlasting Life" —English (Symbol el)
Can You Live Forever in Happiness on Earth? —English (Symbol lf)
Defending and Legally Establishing the Good News —English (Symbol fr)
Evolution versus The New World —English (Symbol ew)
Songs to Jehovah's Praise —English (Symbol l'sb)
The Joy of All the People—Estonian
"The Kingdom Is at Hand"—French
"Equipped for Every Good Work" —German
The Joy of All the People—Gujarati
"Let God Be True" —Hawaiian
"Let God Be True" —Ibo
"The Kingdom Is at Hand"—Italian
"Let God Be True" —Norwegian
"Let God Be True" —Polish
"Let God Be True" —Portuguese
Counsel on Theocratic Organization for Jehovah's witnesses —Portuguese
The Kingdom Hope of All Mankind —Portuguese
"The Truth Shall Make You Free" —Russian
The Joy of All the People —Russian
"This Means Everlasting Life" —Spanish
"Equipped for Every Good Work" —Spanish
Awake! (22d issue) —Spanish
Informant —Spanish
"Let God Be True" —Tagalog
"Let God Be True" —Xosa
"Let God Be True" —Yoruba
Counsel on Theocratic Organization for Jehovah's witnesses—Yoruba
The Kingdom Hope of All Mankind —Yoruba

Debates

Occasionally individuals or groups in various parts of the country, who are usually interested primarily in gaining publicity for themselves, challenge Jehovah's witnesses to participate in debates. As a result, the question of whether or not to accept such challenges comes to the minds of the brethren.

Knowing as we do that the Scriptures are of no private interpretation and that Christian doctrine is not established by debating, we should not feel under any obligation to accept a challenge to debate. If a person honestly wants to know the truth, he is willing to sit down and dispassionately consider what God's Word has to say. Otherwise, his interest manifestly is to propagate his own ideas, and not to hear and learn.

In a debate as much error as truth is presented and the hearers, frequently moved by oratory and eloquence of speech, are prone to base their decision upon the showmanship of the individual rather than upon God's Word. Certainly little opportunity is afforded them to 'prove all things' by comparing the Scriptures with what is said. The truth can be much more effectively presented by going from house to house, contacting the sheep and holding regular Bible studies with them.

The final decision, of course, must be made by the local company. If the brethren should take it upon themselves to participate in a debate, they should go ahead and complete the arrangements, accepting the responsibility they have assumed and preparing diligently so as to be able to refute errors likely to be advanced as well as to present the truthful and Scriptural viewpoint. It accomplishes little to write the Society for counsel after such arrangements have already been made.

Company and Pioneer Supplies

Supplies for the coming service year for both pioneers and companies are enclosed with this *Informant.* Supplies for companies are report cards for each month of the service year and a Company Progressive Report sheet; for pioneers, report cards for each month and Daily Record Sheets; for special pioneers, monthly Report and Allowance Request forms and Daily Record Sheets. Those special pioneers who use them will also be sent report cards for the President's Office.

All other forms should be ordered in the regular manner as they are needed. Instructions relative to proper reporting will be found in paragraphs 32 to 42 of *Counsel on Theocratic Organization.* These instructions could be profitably reviewed by the entire company as well as by pioneers at this time.

Field Service Report

The field service report for July is not included in this issue of the *Informant.* In order that the brethren might have the *Informant* for use during September it was printed immediately following the New York assembly and before the Bethel vacation. Field service reports for both July and August will appear in the October *Informant.*

Coming Conventions

The dates for European conventions as well as other assemblies that were mentioned by Brother Knorr at the New York convention will be announced as soon as they are definitely known. Watch *The Watchtower* for these announcements; until then please do not write for convention information.

Rates for Spanish *Awake!*

Since the Spanish *Awake!* is now semimonthly, distributors' rates are now the same as for the Spanish *Watchtower:* a paid distributors' subscription of 5 copies, $3.75 a year; 10 or more copies of an issue to one address, 3c a copy; single copies, 5c each.

Field Service Chart, 1950-52

Each company is now being sent a new company chart covering the next two service years, beginning September 1, 1950. Included with each is an instruction sheet which describes how to obtain the proper figures to post on the chart. The assistant company servant should study these instructions carefully and immediately put up the necessary information, such as the monthly averages for last year and the new 10-percent-increase quotas for the coming year. Most companies are being sent ungummed numbers due to previous difficulty when numbers stuck together in the mail.

As soon as the company report is compiled each month it should be posted on the chart. An analysis of the chart should be included on the service meeting program each month. This will enable the company to discern where progress is being made as well as to discover weaknesses which should be remedied by the company in order to maintain a balanced field service program.

If each publisher will keep a close watch on the company's progress as revealed by the chart and then put forth a personal effort to help the company improve where necessary, Jehovah will add his blessing and each company will have its proportionate share in the grand Theocratic increases which are now so evident world-wide.

Company Book Studies

Equip for Efficient Home Bible Studies

The company book study plays an important part in our progress to Theocratic maturity. When properly arranged and supported by the publishers it becomes the very heart of Theocratic growth in that locality, whether rural or urban. It is a center for acquiring Kingdom information and equipping the publishers to more effectively serve the Kingdom.

All Theocratic-minded persons who have hope for life in God's kingdom will welcome the opportunity to study together and discuss the advanced Kingdom light contained in the new book *"This Means Everlasting Life"*. The Society recommends that all company book studies change to a study of *"This Means Everlasting Life"* as soon as the publishers have their personal copies, so that they may become familiar with its contents for later use in the field. The company book study is the place to become equipped for your future service with this wonderful instrument; therefore, all are strongly urged to attend and support it.

The manner in which the study is conducted determines to a great extent how effective it will be. The study conductor should be well prepared by thorough and careful study of the lesson so that the main points will be clear in his own mind. He should encourage all to comment at the study. This will include new attenders and children, who might be reluctant to comment unless encouraged to do so. It is not necessary for the conductor to repeat or sum up all the comments on the paragraph. This will have a tendency to discourage those commenting, because they may feel their comments were unsatisfactory. If the point is not made clear by comments from those present, then the conductor should add whatever is necessary to clarify it. It is best for the conductor to encourage the brethren and those present to do the commenting.

A company book study well conducted and supported is lively and a joy to the heart of all in attendance. It will deepen the impression of the truth on our minds as well as encourage us to dig for new truths. It reveals new points for our use in field service. Hence, the publishers should not only support this study, but also encourage persons of good will in that vicinity to attend with them and share in the spiritual feast.

Home Bible studies may be changed over to the study of *"This Means Everlasting Life"* as soon as you wish. However, if only a few chapters remain to be covered in the book you are now studying, especially if it is *"Let God Be True"*, then it is suggested that you finish it before changing to the new book. It is well to keep the study within the hour, whether it is a company book study or a home Bible study.

In unison, we, as Jehovah's consecrated ministers, will push on in this grandest work on earth. We are thankful for each provision our Creator makes for our service to him. Let us show this appreciation by supporting the company book studies and making the most effective use of our new book *"This Means Everlasting Life"*.

INFORMANT

OCTOBER, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

"It Is Nearer than They Think" Testimony Period

One-Month *Awake!* Campaign Featured

Individual Quota Set

1 The vast majority of earth's people today either slumber under the stupefying sedative of religious, political and commercial propaganda, or blindly grope amid a woe-bedarkened world, insensible to imminent world destruction. They refuse to believe the words of Jehovah's prophet that 'it is nearer than they think'. (Isa. 13:6, *Young*) In contrast with these, however, thousands of honest-hearted, God-fearing people have awakened to the realization that Jehovah's wrath is certain to shortly be expressed against this old, satanic world. Believing it, they rejoice, for this world's destruction is in itself a promise of a new world's construction through Jehovah's Theocratic kingdom. Knowing that many thousands more must awake to this fact, the question presents itself, How can we help them and arouse their hopes in God's new world?

2 The answer is: Acquaint them with God's Word of truth! They must learn the facts about this evil world, know the truth concerning religion, politics and commerce, understand world happenings in the light of Bible prophecy. The *Awake!* magazine is one of the chief exponents of truth and effectively meets the demand for reliable information. Recognizing this, we will therefore present a one-year subscription for *Awake!* for a $1.00 contribution during the month of October. No premium will be offered.

Demonstrations Aid In Meeting Quotas

3 An individual quota of one subscription per publisher and four subscriptions for each pioneer has been set. The company quota will be equivalent to the quota of publishers for the 1951 service year. Each one will work diligently, striving to meet and surpass his individual quota and make this the best *Awake!* campaign to date.

4 To aid all publishers in effectively presenting the *Awake!* magazine at the doors, practical demonstrations should be arranged for the service meeting program. Bring out the fine talking points on this outstanding magazine and illustrate how they can be used in obtaining subscriptions. This should be done throughout the month so that the publishers can remain *Awake!* conscious. Experiences and discussions can also be featured to show how subscriptions were obtained, how objections were overcome and how the campaign has progressed locally.

"Awake!" Is of Interest to All

5 *Awake!* is unique. Each issue contains interesting and valuable information for all. It appeals to everyone: businessman, youth, aged, nature-lover, Bible student and members of the family in general. By becoming familiar with *Awake!* you will be prepared to meet on common ground all whom you contact and to show them the merits of subscribing for such a magazine. *Awake!* is truly different and stands in contrast to worldly periodicals, newspapers and magazines. It is uncensored and without commercial advertising. It is factual and truthful. *Awake!* fearlessly points out the fallacies of religion, the corruption of politics, the enslaving greed of commerce as well as other existent evils. However, it does not merely uncover error, but by adhering to truth and righteous principles it arouses men's hope for better things and establishes a keen desire for Jehovah's new world.

6 To make an effective presentation of the *Awake!* magazine, however, you must be convinced that it is what the people really need. Would you be without the *Awake!* magazine? Certainly not! And it is as important to all lovers of truth and righteousness as it is to you. Impressed by your conviction and sincerity, good-will persons will more readily believe that what you have to offer is vital. *Awake!* will build up in them further confidence in God's visible organization, the channel that provides the information in *Awake!* and will, in many instances, open the way for a subscription for *The Watchtower* later on. Therefore, use *Awake!* in all features of Kingdom activity, at the doors, on back-calls, in the store-to-store and house-to-house magazine work, and on the streets. At all times stress the full year's subscription before dropping to an offer for six months, on a 50c contribution.

Follow Up Your Subscriptions

7 Whenever a subscription for *Awake!* is obtained, be sure to call back. Not only are you interested in getting the magazines into the hands of the people but you want them to come to a full knowledge of the truth. Do not let the spark you have kindled die. By returning with the latest issue a few weeks after placing the subscription you will have the opportunity to further kindle that spark until by persistent and consistent effort it too will become a flaming firebrand reflecting God's truth. Display genuine love, proper courtesy, dignity and Theocratic tact when helping these "sheep".

8 An additional effort should also be made to call on all those whose *Awake!* subscriptions have expired. These expiration slips are periodically mailed to the company and should not be overlooked. A goodly percentage of these will resubscribe when called upon.

9 Yes, the remaining time before the final end overtakes this sleepy world is short. In fact, it is much nearer than they think. Yet in the brief remaining period thousands must be awakened, aroused and alerted that they may seek refuge in God's Kingdom organization. We have the instruments of truth in our hands by which this mighty work can be accomplished. Let us make full use of such during the month of October by giving wholehearted and enthusiastic support to the *Awake!* campaign.

Have YOU Considered Pioneer Service?

The Need Is Great
Our Goal Is 10 Percent

1 To minister for Jehovah's ever-increasing Theocracy is a very blessed privilege, a "treasure in earthen vessels". (2 Cor. 4:7) The more service one performs, the more precious his treasure. Certainly, then, a pioneer devoting full time to the ministry has wonderful possibilities for possessing a treasure of great value. Especially now, in view of world conditions and the uncertainties of life in general, can we appreciate what a privilege and safeguard it is to be a pioneer.

2 The majority of mankind, by sweat, blood and tears, strive to exist, but with what reward? Increased woes and eventual death. Their sense of value is warped. They cling to a sinful, dying old world with its material riches, unaware that the most valuable treasure is to minister the truth of Jehovah's new world. The latter leads to life. Placing the proper value on this treasure of service, all publishers will keenly strive to increase and expand their privileges of service by becoming full-time pioneers.

3 Why not be a pioneer? How good it would be for you! Having the truth on your mind and speaking it from morning to night, day after day, all the time; this will strengthen your faith and heighten your appreciation for Jehovah, his kingdom and his Word. Engaging in every feature of field service regularly, even taking the lead therein, what joyous blessings and stimulating experiences you will have! Your zeal and enthusiasm will increase. Your good example will be a righteous influence upon those around you. Then, too, as a pioneer you will be more free of worldly entanglements, the snares of a commercialized society. As you "lay aside every weight" that hampers full-time service, this old world will mean even less to you, and your hope in God's theocratic new world will be enlivened.

4 These benefits were vividly portrayed for us by pioneers and missionaries from the world over through their experiences related at the Theocracy's Increase Assembly. What a stirring and convincing appeal they made as they echoed their invitation, 'Be a pioneer,' 'Come over into Macedonia and help us!' Pioneers continually write telling of the incomparable joys of their treasured service. Why not join them and "taste and see that Jehovah is good"?—Ps. 34:8, *A.S.V.*

5 Yes, there will be difficulties. Not as many luxuries, not the best of everything in food, clothing and shelter. Your faith will be tried as with fire, but that is when you learn to depend fully on Jehovah and trust in his mighty arm, which will never be shortened on your behalf. Do not be easily discouraged, but lean heavily on Jehovah and his holy spirit. "Stick to your work" and Jehovah will bless you. Besides, if you left the pioneer service as soon as the going became a little hard would you actually be returning to something better? Hardly. Therefore, properly evaluate your treasure of service as a pioneer and guard it jealously.

More Pioneers Needed

6 As we approach the final end the demand and need for pioneers increase. Hundreds of isolated counties await pioneers who can work them. Repeated requests for pioneer aid are being received daily from small companies throughout the United States. Truly, the harvest is great and the pioneer laborers few by comparison. Can you help fill that need?

7 Also, do not forget the pioneer quota is still 10 percent of all publishers. With more than 100,000 publishers in the United States that would mean an army of over 10,000 full-time workers. A number of companies have reached their 10-percent goal, proving that it can be done.

8 Many publishers are appreciating their treasure of service and are joining the pioneer ranks. At the Theocracy's Increase Assembly 281 pioneer applications were filled out. Additionally, 1,730 publishers took pioneer applications home with them, and many of these are now being sent in. Why not insure holding fast to your treasure by increasing your service privileges and entering the full-time pioneer ministry now? A pioneer application awaits you.

Lost and Found

Articles lost and found at both the Yankee Stadium and the trailer camp are now being held at the factory at 117 Adams street. Brethren who lost items during the convention may write for them giving a *full* and *complete* description. Please mark the outside of your envelopes "Lost and Found".

Delay in Filling Orders

Due to the very great number of large orders on hand now, there will be some delay in filling them. It is requested that the brethren be patient until their orders are received. Please do not write in about them at this time, as that only increases the mail and causes further delay.

'Use the Remaining Time Wisely'

Prepare to Share in Zealous Activity

New Book to Be November Offer

[1] Are you aware of the shortness of the time until this old world's final end? Do you appreciate the marvelous privilege you have of being Jehovah's special ambassador to announce the lateness of the time to a sleeping world? Or have you become so engrossed in the foolish pursuits of this dying old world that you no longer recognize the shortness of the time that remains? If your earnest desire is to receive and enjoy everlasting life in God's new world of righteousness, then you will seriously and closely examine the way that you are using your time.

[2] As time runs out for these last evil days, all who are grateful for the privilege of being Jehovah's trusted servants will want to take advantage of the time that yet remains to preach the gospel with unflagging zeal. Many more "other sheep" must yet be gathered to the King's right hand of favor and safety. Therefore, all of Jehovah's consecrated servants will show proper concern for the everlasting destiny of both themselves and the "other sheep" by following the apostle Paul's advice to 'use the remaining time wisely'.—Eph. 5:15, 16, *R.S.V.*

[3] With the highlights of the great international convention still fresh in our memories we will be ready and eager to present to the public for the first time the new bound book, "*This Means Everlasting Life*", on a contribution of 35c, during the month of November. To become familiar with its contents and to insure effective presentation, all will want to first read and study it themselves.

All Territory Now New

[4] With the introduction of the new book, all territories become new. A careful, systematic coverage of territory should be made so that no one will be denied the opportunity to obtain this timely aid. House-to-house activity should be stressed, and wherever the new book is placed this should be noted and a definite effort made by each of Jehovah's servants to call back. Calling back will indicate that our purpose isn't just to place the book, but is also to aid good-will persons in gaining an understanding of the life-giving message contained in its pages. "*This Means Everlasting Life*" should also be placed on back-calls and at Bible studies.

[5] Appropriate demonstrations at the service meetings illustrating a few ways in which the new book can be presented at the doors will aid the publishers to get off to a good start. Companies should order a sufficient supply of the new book now, if this has not already been done, so that publishers will be fully equipped for vigorous and enthusiastic field service activity.

[6] The time is short! What remaining time there is should be used wisely. Wise use of our time in the service of the Most High will soon be justified and rewarded, for faithfulness now will prove to Jehovah our dependability to serve him faithfully for all time in his righteous new world.

Now Is the Time to Study New Legal Booklet

[1] Among the releases at the Theocracy's Increase Assembly held in New York was the new legal booklet, *Defending and Legally Establishing the Good News.* This booklet has been prepared and published to aid Jehovah's witnesses to know their legal rights in carrying out their commission to preach "this gospel of the kingdom". How very timely is the advice contained in the booklet, for as we draw ever nearer to this old world's final end, more and more is Jesus' warning, "if they have persecuted me, they will persecute you also," going to undergo fulfillment. That means, then, each one of Jehovah's witnesses should study this new provision to be equipped and ready to fight and defend his legal, God-given right to proclaim the good news.

[2] Do you know what your legal and constitutional rights are and how to call upon them when needed? What to do if arrested? How to prepare for trial? How to obtain legal advice? The procedure of a court? Questions that may be asked during the trial? From past studies in *Freedom of Worship* and *Jehovah's Servants Defended* some of this important knowledge has been gained. However, the new booklet supersedes these by bringing the information up to date and adds thereto by citing recent court decisions, giving counsel on how to side-step enemy tactics, showing proper conduct under various conditions, etc. Though few of Jehovah's witnesses are lawyers by secular vocation, it is, nevertheless, essential for each publisher to study and come to know the contents of this new booklet so as to ably cope with any situation that may arise in carrying on the preaching work.

[3] Throughout the world at the present time there is much turmoil and uneasiness. The flames of war are smoldering and breaking out, governments are much disturbed, fearful of one another, mobilizing, drafting man power and sounding forth the cry for more patriotism. These and other signs indicate a time of trial, panic and disregard for established law and order, which presages trying times for Jehovah's witnesses. In fact, already in many parts of the world, including various sections of the United States, the enemy is again active, trying to 'frame mischief by law' and causing outbreaks of violence in an effort to disrupt the preaching work. In view of these conditions, the Society recommends that each company of Jehovah's witnesses start an immediate study of this booklet.

Method of Study

[4] It is suggested that the company servant arrange to cover the booklet in a period of three or four months. This can be done by spending ten or fifteen minutes on each service meeting until the study is completed. The material in the booklet is arranged in sections so the main points can be picked out and emphasized in a minimum amount of time. However, to cover the booklet in a few months means advance planning and preparation on the part of those assigned. Make the study interesting by presenting the material in various ways. Some parts can be effectively demonstrated, others considered by question and answer or given as talks, etc. Since the material will be covered rapidly, it would be well to have a brief oral review or quiz from time to time to be sure that the main points are being retained. It should be remembered in preparing demonstrations that their purpose is to *illustrate* points and not to entertain or amuse. Using different brethren in the presentations and demonstrations will add interest and enable most publishers to enjoy an active part in the study.

[5] While the opportunity is present, let all brethren diligently study this booklet so they will be equipped to defend and legally establish the good news during these last days.

Work Business Territory

Winter Months Opportune Time

[1] Is your company working its business districts? Do you work the stores and places of business in your individual territory, or have you avoided these? Does not "all the inhabited earth" in which we are commissioned to preach the good news include the business districts? Certainly, these sections of our territory are not to be overlooked because to some they appear formidable and hard to reach with the Kingdom message. When you meet a businessman at his home while in the service, you do not hesitate to present the truth to him. Hence, view the matter of working your business territory just as positively. Furthermore, the *Awake!* subscription offer for October and the new book, "*This Means Everlasting Life*", the literature offer to be featured during November and December, are excellent to present to business people. For they too are interested in world happenings and in preserving and gaining life for themselves and their families.

How and When

[2] When working business, as in other territory, we "become all things to people of all kinds". Our conduct must be bold and business-like, yet remain tactful, pleasant and sincere. Try to meet each one on his own level, never feel or act inferior. Be prepared! Know what you are going to say and in your presentation speak directly and to the point. Wear clean clothes that are tidy, have shoes polished and otherwise present a groomed appearance. This will add to your confidence and poise, which will have a good effect on those to whom you present the message. A brief case or neat envelope is preferable for carrying the literature.

[3] Usually the best procedure in large business houses, offices, stores, etc., is to ask for the person in charge, by his name if you know it, or by his position, such as superintendent, manager, doctor or whatever he may be. If met by a secretary or receptionist wanting to know who you are and the nature of your call, you can give your name and state that your business is personal. After witnessing to the person in charge, he may grant permission to speak to some of the employees that are not too busy. If the person desired is not in, perhaps an appointment for a future call can be made, or you can witness to whomever you are able to contact. In event some places are very busy skip them, keep a record of them and return at a more convenient time. While the best time to work business territory varies with the type of business and the locality, it has been found that the early morning hours Monday through Friday are the most favorable.

[4] Our purpose in working business territory is the same as in other features of Kingdom activity, namely, find and then 'feed the sheep'. Necessarily this obligates us to make back-calls on business people and conduct home Bible studies with them. So, to the extent that you are able, obtain the names and home addresses of all showing interest and especially those who accept the literature. Where this is not possible, many times these persons can be reached further by telephone. Thereby one can find out what progress they have made in reading the book, extend an invitation to attend meetings and make arrangements for future back-calls or studies. Such concern toward this group of earth's inhabitants will undoubtedly result in a heartening response from those who are sheeplike.

Servants, Publishers, Pioneers All Take Part

[5] Small stores, offices and other places of business included in the individual territories should be worked with the rest of the territory. However, in towns and cities where there are large, concentrated business sections, the territory servant, if he has not already done so, will make maps of such sections to be worked as business territory. The method for handling this is the same as that of the regular house-to-house territory. (See paragraphs 95 and 96 of *Counsel on Theocratic Organization for Jehovah's witnesses.*)

[6] Demonstrations showing how to approach the manager of a store, a doctor, lawyer or other businessman can be featured on the service meeting program. This will aid the brethren and stimulate them for this work. Business territory is ideal to work during the winter, for in this work the publisher is indoors most of the time.

[7] Appreciating these facts, the scope of our commission, the need these persons have for the truth, and the fine publications we have to offer them, who can hold back any longer from having a full share in this work? Therefore, servants, make the necessary plans and announce these to the company. Then publishers and pioneers can cooperate in working the business territory. With all getting behind this effort and giving this territory the attention it needs, a grand witness will be given and many more will take in life-giving knowledge, all to the vindication of Jehovah's name and Word.

UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

July Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	319	98.6	36.4	5.6
Pioneers	5,635	67.8	21.4	4.3
Co. Pubs.	88,369	8.2	2.5	.4
Total Pubs.	94,323			

Public Meetings Held: 4,706

August Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	334	75.6	30.6	4.6
Pioneers	5,901	65.7	25.6	3.7
Co. Pubs.	96,630	8.6	2.4	.4
Total Pubs.	102,865			

Public Meetings Held: 2,760

INFORMANT

NOVEMBER, 1950 "Preach the word."—2 Tim. 4: 2. BROOKLYN, N. Y.

Use the Remaining Time Wisely

"This Means Everlasting Life" to Have Initial Presentation

Prepares Way for New World Living

1 With a regularity determined by the Creator, time melts away and the final end of this wicked system of things draws ever nearer. Today, far advanced as we are in the "time of the end", the remaining time is extremely short. Do you believe this to be true? If you do you will be among those who act in harmony with Paul's counsel at Ephesians 5:15, 16 (*Rev. Stan. Ver.*): "Look carefully then how you walk, not as unwise men but as wise, making the most of the time, because the days are evil."

2 During November we will have our first opportunity to place in the field the superlative new instrument *"This Means Everlasting Life"*, on a contribution of 35c. With zeal and enthusiasm we will commence its initial presentation, because it is especially valuable for aiding men of good will to make wise use of the remaining time. Persons who show interest but who do not take a book should be given the opportunity to obtain the booklet *Can You Live Forever in Happiness on Earth?* for a 5c contribution, or free if they will read it. Endeavor to place a copy in every home.

Pattern Set for New World Living

3 But can we say that *"This Means Everlasting Life"* aids toward the wise use of time? Yes, because it points out in simple and understandable terms what God requires of those who gain life in his new world. As the reader converts from his former ways, gleaning point after point from these refreshing pages, time once wasted in old world living is salvaged and put to profitable use. These righteous principles will prevail on into the new world because they are based upon the Word of God. What information could be more practical?

4 There is condensed instruction on how to become a preacher of life. But preaching alone is not sufficient. So preachers as well as new learners profit from chapters on love, proper marital relations, the rearing of children and theocratic headship in the home; sound, practical instruction on daily living.

5 Other chapters furnish vital information on the Creator, his arrangements for salvation for humankind and for establishing the new world, conditions that will exist there, and how to put up a hard fight for the faith so as to be among those who reap the reward. It is assuredly wise use of your time to conform to these instructions and to get this book into the hands of others.

6 So into the field we go! Countless thousands of the people we now contact will be looking forward to a visit from us, having heard or read of our recent international convention in New York city. They will be pleased to know that you have a copy of one of the convention releases for them, and so reasonable too! People want to know how to live. They show this by their restless search for something better, for diversion, for health. We have the information they so much want and need.

Organize for Efficient Coverage

7 Since all territory is now new, never having been covered with this offer, why not make wise use of the time spent in this initial coverage? Each publisher can work toward that end by keeping a record of every book obtainer, having in mind making back-calls and starting Bible studies. After all, if we are expecting these people to make the necessary change in the pattern of their lives, we must appreciate that they will require much personal assistance.

8 Efficient coverage presupposes that the territory will be systematically and thoroughly worked. Those who can will obtain a personal territory, taking constant and loving care of those who live there. Others will strive to regularly share in group witnessing. Advance arrangements should include not only the selection of territory to be worked, but also convenient times, both week ends and mid-week for those who can then take part. Arrange, too, for the proper supervision by a captain who can assign each worker sufficient territory to keep him occupied during the witnessing period.

Instruct at Service Meetings

9 At each service meeting appropriate announcements will be made to acquaint everyone with the arrangements for field service. But the service meeting itself should already have stirred up in the hearts of all attending the desire to share in presenting *"This Means Everlasting Life"*. Points from the book may be there discussed to show how to use the contents to best advantage. Call upon the brethren who have placed the book to give their experiences, for this will furnish practical information on how to present it and will stimulate others to share in this wise use of time.

10 Numerous opportunities for placing *"This Means Everlasting Life"* will be encountered besides in the regular door-to-door work. Carry a copy with you while in street magazine work; present it to business associates, social callers and delivery men, relatives; yes, people, wherever contacted, will find this book interesting, enlightening and helpful. Undoubtedly service meeting discussions will bring out other likely places where the book may be presented.

11 Whatever the circumstances under which you present *"This Means Everlasting Life"*, do so with conviction. Having read it yourself, you are convinced of its truthfulness and the importance it holds for all men. Their very lives depend upon these truths! Your enthusiasm and earnestness will the more quickly convince your hearers. As they then pause from the time-consuming activities of the world to hear, read and then act, you will know that you have been making the wisest and most profitable use of the remaining time.

New Peak Begins New Service Year!

Jehovah's Blessing on Faithful Efforts

111,398 publishers! This is what the final tabulation of the September report shows. Not only did we surpass our previous peak, but we also exceeded our 1951 quota of 108,315 publishers this very first month of the service year. What an excellent start for the 1951 service year! It promises to be another grand year of theocratic expansion.

Without doubt a major factor accounting for this marvelous peak was the Theocracy's Increase Assembly. As the August *Informant* predicted: "The effects of this great assembly will be felt throughout the earth . . . The information carried back will be a driving force for energetic and enthusiastic service." And so it has been. This assembly really made the Theocracy live for God's servants. Catching up the convention spirit, fired with burning zeal and enthusiasm, they returned home with greater determination than ever to "preach the word". And with what gratifying results!

Our present joy and enthusiasm is not just a feeling that will calm and gradually die out. It is, rather, an intelligent appreciation of Jehovah's kingship and of his mighty organization. It is, in part, the proper expression of our love for Jehovah's undeserved kindness in granting us the privilege of serving as ambassadors for his established kingdom. With joy and gladness we jubilantly sing out Jehovah's praises. Because of this his spirit has surged through the entire visible organization manifesting itself in another all-time peak. We diligently planted, consistently watered, and Jehovah has given the increase. Yes, this is the day of Theocracy's increase, and blessed are we to be living in it.

This is truly a good beginning. Let us keep on with this same determination. By being regular publishers, aiding others, meeting each obstacle that presents itself during the year, we will not only reach higher peaks but will be adding our part to Theocracy's increase. "So let us not give up in doing what is right, for in due season we shall reap by not giving out."—Gal. 6:9, *NW*.

New Change of Address Form

In order to eliminate some of the difficulty experienced by the brethren who wish to notify the office of a change in address, the Society is issuing a new change of address form (S-20) which will replace both the form now used for magazine subscribers (L-201) and the general change of address form for pioneers, circuit servants and company servants (SP-2). Ten copies of this new form for each company are enclosed. Its use can be explained at the service meeting and a sample placed on the information board until the brethren are familiar with it. When you receive the new forms, discard the old change of address forms (SP-2 and L-201) and start using the new one.

Please note that squares which appear at the top of the form are to be checked according to the circumstances of the individual who moves and hence uses it. If you subscribe to *The Watchtower*, check that square; if you also subscribe to *Awake!* check that square too. Company servants will check the square before that name, and, if you are a pioneer, check the proper square to show that. In other words, CHECK ALL SQUARES THAT APPLY, but DO NOT CHECK any squares that do not apply to you. Company servants in particular should without fail show the company with which they are associated, but it would be well for all others to furnish this information too.

This change of address form may also be used to change the address of the person to whom distributors' magazines are sent. However, if a change in quantity is also desired at the same time, please use the present distributors' order blank (S-66) as in the past. Additional supplies of the new form should be ordered along with your orders for literature or other supplies.

UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

September Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	357	134.1	56.2	6.3
Pioneers	5,978	88.7	29.7	4.8
Co. Pubs.	105,063	9.3	2.9	.4
Total Pubs.	111,398			

Public Meetings Held: 5,799

In addition to the thrilling new publisher peak discussed above, the report shows a good comeback in average hours for all publishers over those of July and August. Are you individually meeting your quota?

"Preach the Word" Testimony Period

A New Home Bible Study for Each Publisher Our Goal

[1] For His honor and the lasting benefit it brings to mankind, Jehovah has caused preaching to become the most important work in the world. Thousands from all walks of life have taken up this honorable and life-saving work during the past year and it is to these persons and others who have already been busy advertising the King and the Kingdom that the apostle Paul's words are directed in this day, "Preach the word; keep at it in season and out of season."—2 Tim. 4:2, *Moffatt*.

[2] Yes, it is by preaching the word of truth both 'in favorable season and in troublesome season' that this gospel of the Kingdom will be preached in all the world for a witness. Whether we are faced with many obstacles or few, the charge to keep extolling the contents of God's Word earth-wide remains with us, and we gladly accept this cherished privilege.

Opening the Way to Life

[3] Christ Jesus has graciously provided the necessary approach to our Father, Jehovah. It is our joy to proclaim this to all who desire everlasting life. Throughout November we have been doing this while presenting the new book, "*This Means Everlasting Life*", and no doubt many who took this book have already sampled the goodness it contains. During December we will continue to present this book in the field on the contribution of 35c and arrange to start home Bible studies with those who obtain it. Our familiarity with it plus the experience gained in presenting it during November should aid us much in this work during December.

[4] But how can we aid the persons who receive this timely publication to really appreciate the need of absorbing its contents to the full and then acting upon it to their ultimate salvation? Experience has proved that the home Bible study is the answer. Whether young or old, all associated publishers should share in this work of teaching, as the goal of one new home Bible study in the new book per publisher is suggested for the month of December.

[5] This should not be difficult to accomplish, since the many back-calls on the new book placements will furnish the potential. Converting these into studies will be made easier, too, if we are familiar with the book and can demonstrate its helpful features. Let the obtainer of the book see the real need of digging into the Bible with the aid of this instrument. Read appropriate paragraphs to accentuate and convince him of the vital need for receiving knowledge in this time of the end through a systematic Bible study which will reveal how he can walk upon the road leading to life. Always be alert and watchful to satisfy their need for Bible truth. Undoubtedly, many of these persons will readily accept the opportunity to freely drink of the water of life through the means of a home Bible study.

[6] Unswervingly, therefore, we will continue to preach Jehovah's Word of truth to all that will hear. The time is short! Soon the Kingdom will crush Satan's organization and bring indescribable blessings to earth's inhabitants. Let all who will, learn this through our obediently 'preaching the word'.

Working with a Purpose

[1] Jehovah is a God of purpose. His Word of truth acquaints us with this particular trait of his and gives us a record of past accomplishments as well as what he proposes to do in the future with respect to our planet earth. From this record we get some idea of how he does things and how efficiently his organization is equipped for handling the work he sets out to be done. All things are done in order and in his own time and manner.

[2] To his servants on earth he has given a commission to preach this gospel of the Kingdom throughout the inhabited earth before the final end of this system of things. Faith and determination cause us to believe his Word and to follow his command. All of the Lord's servants do understand that they should preach and zealously engage in all features of the service. But being imperfect we are inclined to not always keep clear in our minds the real reason for our work. Sometimes a lack of purpose in our work becomes apparent and we find ourselves doing work which is not as effective as it could be. If this continues over a period of time we find that our work becomes somewhat arduous and the real burning desire to aid those of good will is cooled to some degree. Hence, the need to keep the truths of Jehovah's Word firmly fixed in our heart and to always keep the purpose of our work clearly in mind.

[3] Keeping the proper frame of mind is very essential for regular, effective and joyful service. A servant who understands his work and appreciates fully the need of it is one who does his work efficiently. He works regularly in the place assigned. And the blessings received bring joy and contentment, because he knows the work of his hands finds approval with his Master. When opposition is encountered, this is weathered without faltering, because the same determination as possessed by the apostle Paul, to serve faithfully until the end and to do his utmost to "preach the word", is brought to bear against the force which would destroy his zeal.

Express Love for Sheep

[4] One thought should be prominent in the minds of the Lord's servants as they engage in Jehovah's service. This is the desire to find and feed the other sheep. If we keep this thought in mind, we will not be perturbed by any unkind words or acts of those who oppose our work. Our zeal will not be cooled by the fact that so few seem to be interested in hearing of Jehovah's purposes. We are looking for sheep in fulfillment of our commission, not arguments with uninterested ones. Also, we will not be moved merely by conscience to perform our work, but the burning desire to find the "other sheep" will be the driving force. Our work will be effective because we work with a purpose. Our love for the "other sheep" will be expressive and active. Take the initiative to go and find them and then patiently aid them to a knowledge of the truth.

[5] In Bible study these persons gain the knowledge which furnishes the foundation for understanding. Here working with a purpose is very essential too, since one must be ever alert to instruct as the sheep advance to maturity and take their places in the chorus of praise singers. Sometimes being alert to do the little things to aid does much to impress and build up those with whom you are studying. For example, when points come up that seem hard to understand, a little extra research on these points to bear out the correct understanding and meaning will be appreciated. This demonstrates that we are sincere and that the knowledge we have gained by regular study at the Kingdom Hall and privately has not been gained to hoard up but to share unselfishly with others.

[6] As we preach, let us do it with a purpose. The Word needs to be preached more and more, and the sheep need to be fed. If we keep this commission clearly in mind and continually work to become more adept in carrying it out in harmony with Jehovah's organization, we will be working with a purpose.

1950 Pioneer Hour Check-up Completed

[1] The pioneer activity is close to the hearts of all the brethren. The pioneers themselves are most keenly interested because it personally affects them. Then, too, the company publishers are concerned about it, for many of them expect to be pioneers in the near future, while to those who cannot be pioneers it is an encouraging example of devotion and service.

[2] Just as it is good to periodically examine ourselves in an effort to improve our service, so likewise it is profitable to check on the pioneer activity as a whole. This we have done in the pioneer hour check-up for the 1950 service year. This check-up is encouraging, yet it reveals room for improvement. Sixty-five per cent of the pioneers met or exceeded the minimum hour requirement. Nine per cent came somewhat short of this requirement and were given opportunity during the coming service year to improve, while three per cent, because of their reports and circumstances, were transferred to the company publisher ranks. The remainder are new pioneers put on the list during the last few months of the service year. All but eight of the special pioneers met the minimum hour requirement.

[3] In dealing with the pioneers the Society endeavors to be fair to all, allowing each one full opportunity to measure up to the requirements of the pioneer work. This it does by giving consideration to individual circumstances. Nevertheless, the Society must maintain the established and proper standards for such service.

Individual Check-up

[4] Although this check-up was to find out how the pioneers have done in respect to meeting their hour requirement, the check-up should not end there for the pioneer. He should be concerned with improving in every respect as a full-time publisher. Ask yourself: Is my presentation at the door effective? Am I following up the interest that I find, by making back-calls and conducting studies? Do I engage in the magazine work, putting to good use the magazines the Society sends me? Do I co-operate with the company by supporting its service arrangements, and otherwise set a good example for all? Upon finding shortcomings, work to overcome them. Always seek to improve.

[5] To be a pioneer and successfully meet the requirements year after year calls for effort, study, and planning. Especially is this true since the provisions for suspension have been replaced by the decided reduction in the yearly hour requirement. Just as any business poorly managed will fail, so will the activity of a pioneer gradually slacken if pursued without purpose or plan. Schedule your time wisely, allowing for field service, study and meetings, meals, secular work, etc. Then carry out this schedule with determination. This, coupled with firm reliance on Jehovah for guidance and strength to overcome difficulties, should enable you to finish each service year fully meeting the hour requirement.

[6] In view of the foregoing, how well have you done? You will not want to make comparisons primarily with others, but it is encouraging to know that there are others in every part of the country, under similar circumstances, who are meeting the full-time requirements. This proves that it can be done! When making comparison use the greatest pioneer as your example, namely Christ Jesus. He worked with a purpose, being joyful and zealous for Jehovah's service. So today, let publishers and pioneers alike be of the same mind, joyfully using their time in the witness work. Besides, more time in Jehovah's service leaves less time for the ensnaring things of this world. Hence, the safe choice is to spend more time in His service. If you can spend full time in this work and are not already a pioneer, then take steps to become one. Write for an application blank. Along with the pioneers, we highly commend this service to you and we will be glad to work with you.

For Immediate Attention

Company servants should meet and discuss with those involved the information appearing in printed letter of August, 1948, and also the undated letter from H. C. Covington.

Publications Now in Stock

The Kingdom Hope of All Mankind
—Italian

Watchtower and *Awake!* Bound Volumes

The 1950 bound volumes of *The Watchtower* and *Awake!* will soon be prepared. There will still be a limited supply left after all the orders on hand have been filled. Hence, any desiring either of these 1950 volumes should send their order in immediately and they will be filled as long as the supply lasts.

In that it is necessary from the beginning of the year to set aside the required number from each issue as they are printed, it is requested that all orders for the 1951 volumes be placed immediately, so that you will be sure of receiving your volume at the end of the year. When ordering be sure to specify the year and magazine desired. A remittance of $2.00 for each volume should accompany the order.

INFORMANT

DECEMBER, 1950 "Preach the word."—2 Tim. 4:2. BROOKLYN, N. Y.

"Preach the Word" Testimony Period

Strive for Efficient Use of the New Book

Follow Up All Interest —Start Studies

[1] The apostle Paul was nearing the end of his long, faithful ministry. His trials had been many and some very difficult, but in bonds of imprisonment he counseled the young man Timothy, impressing upon his mind the most important work for him as one of Jehovah's witnesses. Was that to seek financial security? Gain worldly prestige? Or climb the social ladder of success? No! Paul's inspired words pointed to the highest vocation and the most important thing for one desiring everlasting life. He instructed, "Preach the word!"—2 Tim. 4:2, *Moff.*

[2] Timothy did preach, but Paul's words pointed forward especially to our day when the life of every living creature depends upon the choice of the right way based on God's Word. Urgent it is for us to "preach the word". And this we have been doing. Reflect: As we look back over the past year's activity, we see Jehovah's rich blessing upon the word preached. Increase after increase has resulted, circuit assemblies have accentuated our joy, and the climax was reached at the wonderful assembly in New York city. At the public meeting 123,707 in attendance attested to Jehovah's blessing upon the word preached. The world may call this preaching impractical if it wishes, but the results show the opposite. Gratefully we go forth in December, the last month under this yeartext.

Effective Preaching

[3] December brings us to the second month of presenting *"This Means Everlasting Life"*, on a contribution of 35c, and endeavoring to leave a copy of *Can You Live Forever in Happiness on Earth?* in every home. Present the book enthusiastically and with conviction. Work for efficient presentation. Chapter 2, for example, presents excellent talking points. This age of science and advance in human wisdom tends to exalt man. He can peer millions of light-years into space, probe the secrets of atomic energy and erect great buildings. His theories lead him still farther until the layman looks to man and his greatness and becomes subject to such leaders to do their will. Great men, however, when seen from God's viewpoint are very little. They have made advances, yes, yet the Lord says man is as a grasshopper, the nations as dust in the balance! God alone is great and he is the Giver of life. Should we not humble ourselves and learn of his requirements for life?.

[4] What kind of life has God promised those who will meet his requirements? Chapter 27 points out that it is God's purpose to restore to this earth the paradise of Eden with all its blessings. That means everlasting life with peace, freedom and happiness. What a prospect for righteous, God-fearing persons today! To learn of this righteous new world is of greatest importance.

[5] Many other presentations may be used, but, in all cases, "preach the word" as commanded and then offer the book as an aid to study. The holiday season brings added opportunities for presentation. Since it has been impossible to fill all domestic and foreign orders, companies that do not have supplies of *"This Means Everlasting Life"* may use *"Let God Be True"*.

"Preach the Word" by Following Through

[6] The brief witness and placing of the book is only the start. Hearing and learning are required, as John 6:45 points out. That means back-calls. Perhaps you make the back-call and they say they haven't read the book. What then? Words to this effect might be used to strike their interest: 'I realize that many things come up that prevent us from doing all we would like to do. However, you will agree that if you don't read the book it will be of little benefit to you. I desire to aid you to learn the precious contents of the book you have. It has brought much comfort and understanding to me and I'm sure it will bring this to you also. The chapter on the Author of Life is very interesting . . .' etc. Or if they seem indifferent about the book, you might ask if they have any Bible questions they would like answered. If not, you ask one; "Do you believe there will be people that will live on the earth forever in peace and happiness?" You might go to chapter 27 for your discussion. In this way you start them talking and the way is opened for you to preach the Word. Be friendly. Talk to the people as your neighbors, which they are.

Start Studies in "This Means Everlasting Life"

[7] If the people of good will want life they must take in knowledge of Jehovah and Christ Jesus. (John 17:3, *NW*) So, study is essential. Go into a discussion on some subject in the book on your back-call and then show where you got your information. They too can get such information by studying the book and you will be glad to come to their home and discuss the book subject by subject with them. This is what they need to understand the Bible and God's requirements for life. The idea that one must go to college, or a theological seminary, or learn Greek and Hebrew before he can understand the Bible is wrong. The Bible was written for the common man, and everyone can understand it through informal study.

[8] Remember, our goal is one study per publisher. Have you started yours? By this means the Word will be preached even more widely in the days to come. To aid in this respect the servants should plan and execute effective demonstrations to emphasize the importance of this follow-up and study work. Company book study conductors can organize to systematically aid others to share in this work by personally accompanying them and arranging a study for them. Announcements at the close of the book study can stress this important work.

[9] So let December find all consecrated servants of Jehovah God in the field working to be more effective ministers. We will be conscious of the importance of following up our placements and working to start studies with those seeking everlasting life. If we do this, we can be assured of God's blessings upon our preaching as we continue on in this way that leads to life.

1951 *Yearbook* and Calendar

All servants of Jehovah will be strengthened and encouraged by the president's report on the world-wide activity of Jehovah's witnesses which appears in the 1951 *Yearbook of Jehovah's Witnesses.* Continued expansion, faithfulness under persecution, increased knowledge and appreciation, thrilling experiences, all these unite to make the 1951 *Yearbook* a documentary record of Christian activity which clearly shows that God's hand is directing his people. Everyone interested in the expansion of pure worship should have this report for frequent reference and study. In addition, the *Yearbook* contains the president's comment on the yeartext for 1951, and a Bible text with comments for each day of the coming year. Copies are available for 50c.

The 1951 Calendar is also available now. It depicts a full side view of the Society's factory, including the new addition, above which is the new yeartext. On the pad in pastel shades are varied views of interest to Jehovah's witnesses, and also the testimony period designations and themes for intervening months. Calendars are 25c each, or 5 for $1.00 when sent to one address.

When ordering, please keep in mind that all who are associated with a company should order through the company, remitting in advance. The company should use the regular order blank and remittance forms when ordering these cash items. Please endeavor to anticipate the company's needs so that all its requirements are filled with only one *Yearbook* and Calendar order.

Pioneers who have been on the list since prior to July 1, 1950, will be sent a copy of the *Yearbook* free.

Pioneers' Use of the Change of Address Form

When filling out the Change of Address form DO NOT check "Personal Subscriptions" unless you are a subscriber *in addition* to receiving the seven free copies of each magazine sent to pioneers by the Society. The change of address for your seven copies is cared for when you check opposite "Pioneer", "Special Pioneer" or "Circuit Servant".

New Circuit and District Servant Talks

A new public talk "They Shall Not Labor in Vain" will be delivered by circuit servants commencing the first week of January, 1951. Therefore, if the circuit servant is visiting your company after January 1, 1951, use the new public talk title when ordering handbills. Handbill orders that have already been submitted covering the visit of circuit servants after the first of the year will be changed in the office, so you need not request such a change. If other advertising material is on order companies should make their own changes.

The district servant's public talk is also being changed the first of the year. All circuit assemblies commencing with the week end of January 4-6, 1951, will be served with the new talk, "Surviving This World's End." Advertising material should be ordered accordingly.

Obtaining Pioneer Literature

Pioneers, are you obtaining literature through the company? Recent increases in the number of orders from pioneers, some of whom are even stock or company servants, indicate that many have overlooked the advantages of so doing. Even special items may be ordered for pioneers by the company, making it unnecessary for most pioneers to open an account. The proper procedure is explained fully in the December, 1947, *Informant*, which please see.

When pioneers are isolated or other circumstances make it difficult for them to get literature from a company they may order direct from the Society, stating the reason when they order.

UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

October Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	326	136.2	59.4	7.2
Pioneers	6,338	93.2	34.6	5.2
Co. Pubs.	104,842	9.8	3.4	.5
Total Pubs.	111,506			

Public Meetings Held: 6,626

Second peak for service year!

New Rate for *Theocratic Aid to Kingdom Publishers*

Effective January 1, 1951, the cost of *Theocratic Aid to Kingdom Publishers* will be the same as *"Equipped for Every Good Work"*, to company publishers and to pioneers.

Subscriber Address Changes

In view of the forthcoming *Watchtower* campaign it is requested that all companies reconsider the above-entitled article appearing in the August *Informant.* It appears that many have overlooked this important information, perhaps due to convention travel.

Sharing in the Final Witness

Prepare for 13th Annual *Watchtower* Campaign

[1] During the last days of this old system of things, Jehovah has decreed that a final witness be given. The big question then before all mankind is, Who will share in it? The obvious answer resounds, His people! The ones he has given a clear picture of this present system's impending destruction, shown the way of escape and commissioned to proclaim 'this good news of the kingdom for a witness to all nations before the accomplished end'. (Matt. 24:14, *NW*) Before that accomplished end, a yet unnumbered multitude of "other sheep" will gladly hear the good news of the kingdom and share in the final witness. Jehovah's present-day witnesses are happy to aid the "other sheep" not yet gathered begin a life of praise to him.

[2] Because of the importance of this final witness and the mammoth part *The Watchtower* plays in it, the Society has scheduled the 13th annual *Watchtower* campaign from the first of January through April. Four grand months to offer from door to door, on back-calls, Bible studies, street witnessing, yes, wherever and whenever the opportunity presents itself, a year's subscription to *The Watchtower*, for a $1 contribution, with a premium of 3 booklets. The premium should include *Evolution versus The New World, Can You Live Forever in Happiness on Earth?* and any other self-covered booklet. A remittance of 90c should accompany each such subscription. *Awake!* may be offered to *Watchtower* subscribers but without a premium.

[3] The quota for this campaign has been set at 2 subscriptions for each company publisher and 16 for each pioneer. All indications point to this 13th annual *Watchtower* campaign to be the biggest yet, for not only are thousands more sharing in the final witness, but the many new appealing features of *The Watchtower* will play an important part in obtaining many more new subscriptions.

Preparation Necessary

[4] The company servant should check immediately with the various servants to ascertain campaign needs and then order accordingly. Be sure plenty of subscription blanks (L-1) and Subscription Record sheets (S-10) are on hand. Ten to fifteen minutes could be profitably spent on a service meeting considering the Society's letter (S-90) of July 1, 1950, on How to Properly Handle Subscriptions. It would be well to post this letter on the company information board for reference during the campaign. Companies that do not have this letter will be sent one upon request.

[5] Advertising servants should increase the company's magazine order according to approximate needs. Territory servants will select areas not worked during the last *Watchtower* campaign to be covered first and arrange systematic coverage of the company's entire territory, while the accounts servant will organize his department so that subscriptions will be handled quickly and sent in each week to aid in giving the subscribers good service.

[6] But individual preparation is also necessary. Let each publisher acquaint himself with the new features of *The Watchtower*, prepare himself to give an effective witness and arrange to take advantage of every in season and out of season opportunity to share in the final witness.

Reminders on Ordering Handbills

[1] It is a pleasure to notice the fine upsurge in the public meeting activity following the New York assembly. Companies large and small are pushing this feature of the service and are ordering handbills from the Society to effectively advertise them. Since apparently some facts relative to ordering handbills have been forgotten or overlooked, a few reminders are here called to attention.

[2] First of all, keep in mind that, although it is permissible to use other subjects for talks, handbills are provided by the Society only for the eight talks of the current series, and for the circuit and district servants' talks.

[3] Another important item is the need of ordering on time. Arrange your series as far in advance as possible and try to order for the entire series at once rather than for one or two talks at intervals. A month from the time you order until the handbills are needed is necessary, and five or six weeks is preferred when companies are west of the Mississippi.

[4] The handbill order blank should be filled out carefully and accurately, with a typewriter if available, or otherwise neatly printed. *Be sure to give all the required information.* As many as five talks can be ordered on one of the blanks, provided there is no change in hall address or quantity. (The old-style handbill order blank with which only one talk could be ordered on each blank should be discarded and not used.) If, for some reason, you want more handbills for one of the talks than the others, list it on a separate order blank showing the quantity desired and also all other necessary information. The same applies if you want one of the talks at a different address.

[5] Sometimes the Society discovers that the date specified does not fall on the day of the week given. This and all other errors can be avoided if the blanks are carefully filled out, checked and signed by the company servant, and verified and signed by the assistant company servant.

[6] Be sure to order in lots of even thousands for *each* talk. Do not order less than 1,000 or uneven quantities, such as 1,200, 2,500, etc., because handbills are only printed in lots of 1,000. Where fewer are required, blank handbills may be ordered in any quantity. These are always in stock and can be supplied immediately. The name of the speaker, time and other local information will have to be very carefully stamped or printed in by the company, making certain that the imprint is straight and neat. When ordering blank handbills a regular handbill order blank should be used. Be sure to give all necessary information, and also state when the handbills will be needed so that they can be sent to you in sufficient time. All handbills are 25c per thousand.

[7] Handbills for foreign-language talks are treated the same as those for English talks. A translation of only the front of the handbills wanted should be attached to the order and the language noted in the upper right-hand corner of the order blank.

[8] When you mail the order write HANDBILL ORDER on the *outside* of the envelope in the lower left-hand corner to insure its getting prompt attention.

[9] Careful attention to these seemingly minor points by every company throughout the country results in a tremendous saving of time at the factory. Are you keeping pace with public meeting activity? Why not plan for a series now, order your handbills in advance and keep the above suggestions in mind when so doing?

New Schedule for Theocratic Ministry School

To Feature "Pure Language" of the *New World Translation*

[1] With what joy we received the *New World Translation of the Christian Greek Scriptures* at Yankee Stadium last summer! How we thrilled to learn of a new translation whose sole purpose "is to exalt the name of the living, true God and spread the fragrant knowledge of his kingdom by Christ Jesus"! A version which would commend itself to every honest searcher for the truth of the divine revelation because of its faithfulness, courage and correctness.

[2] Four months have gone by since we received this new translation. How far have we progressed in our reading and study of it? Have we carefully considered the wealth of information appearing in the Foreword and the Appendix so as to fully appreciate the arguments there presented? To what extent are we becoming familiar with the word chains and the theocratic marginal references? Yes, what progress are we making toward mastering the "pure language" contained in this latest and choicest provision of Jehovah through his "faithful and discreet slave"? That all may thus become fully familiar with the *New World Translation* it will be the sole textbook in our theocratic ministry schools for the next two years.

Outline of Study

[3] Beginning with the week of December 24, 1950, the *New World Translation* will be the basis of our instruction talks, student talks, and audience participation as well as the "homework" of our ministry school.

[4] *Instruction talks:* The first instruction talk will give a general summary of the translation as a whole. The next five instruction talks will be based on the Foreword, to be followed by eighteen talks based on the Appendix. Thereafter instruction talks will discuss the more significant word chains.

[5] *Student talks and audience participation:* The first and second student talks will be based on the translation itself, each talk covering about three and a half pages. Rather than merely repeat the account or the arguments presented, the purpose of these talks will be to highlight the fine points of the *New World Translation.* After the school servant has given his counsel, the audience will be given one minute to comment on points that may have been overlooked. The third student speaker will use a subject taken from the word chains. Instruction talks will be fifteen minutes long, student talks more than six but less than eight minutes. There will be no oral or written reviews.

[6] In companies where a third speaker is not scheduled the school servant will have the company look up the chain references and comment on them, using not more than ten minutes to do so. Where also no second speaker is scheduled (as in very small companies) the first speaker will cover both the first and second assignments, speaking from 8 to 10 minutes. In this way all the companies will benefit from the complete course regardless of how many student speakers they may have scheduled.

[7] This new schedule will require diligent study on the part of the school servant and those giving the talks if the brethren listening are to be properly instructed. Especially the instruction talks based on the Foreword and the Appendix will require digging for additional material and careful planning of the outline. And by each one going over the material to be discussed before coming to the meeting he will not only be able to follow the talks more readily but will also be equipped to give helpful comments at the opportune time. (For further details see instructions appearing on the back of the Theocratic Ministry Speaking Schedule, which instructions are also to be carefully studied at a service meeting some time before the new talks begin.)

Benefits to Be Derived

[8] The study of the *New World Translation* in the theocratic ministry school will truly be a joy and a delight. It will give us a better understanding and increased appreciation of the Christian Greek Scriptures. It will help us in our efforts to perfect our mastery of the "pure language"; to use "consummation of the systems of things" instead of "end of the world", "undeserved kindness" instead of "grace", "congregation" instead of "church", "mild-tempered" instead of "meek", "impaled" instead of "crucified", "torture stake" instead of "cross", etc.

[9] Above all else, the *New World Translation* is accurate; and we will appreciate that more and more as we continue our study. Never does it sacrifice the truth for the sake of euphony, rhetoric or poetic diction, or to promulgate the teachings of any sect. It restores the name of Jehovah to its proper place in the Christian Greek Scriptures. It gives a literal translation to the extent that the modern English idiom permits and "where a literal translation does not for any clumsiness hide the thought". By careful individual study and regular attendance at the theocratic ministry school, we will be fully convinced of these things and will be able to intelligently and confidently put to silence all criticism leveled at the *New World Translation* because of its radical departures from generally accepted versions.

[10] Many indeed are the blessings that will be ours as we peruse and study the *New World Translation.* Let us take full advantage of our opportunity to do so in the theocratic ministry school.

Experiences Invited

Reports that have been received indicate that already the publishers have received great aid from the new booklet *Defending and Legally Establishing the Good News* in connection with the field work, park meetings and circuit assemblies. All are invited to send to us any interesting experiences had in using the booklet.

A small stock of these booklets should be kept on hand by the company for use in dealing with officials.